CONTEST RULES
LIST OF PRIZES
First Prize

contest MAGAZINE

50c

THE CONTEST HOBBY PUBLICATION JANUARY 1959

20¢

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LETTERS TO THE EDITOR

DICTIONARY, ANYONE?

I am wondering how other contesters dispose of surplus prizes. For instance, I won a Brittanica Dictionary in two huge volumes. It has definitions in seven languages and was priced at $35.00.

Since I already have Funk & Wagnalls, so here is a brand new dictionary which is surplus on my hands. I am sure someone, somewhere would be interested in swapping for some other prize or buying at a fraction of its cost, but does any contester have any suggestions as to how we can dispose of such very useful gifts and prizes?

Mrs. W. Wacker
355 Sherwood Road
Union, New Jersey

CONGRATULATIONS, GEORGE

This is an open letter to Mr. George Hill (Hill-toppers).

It certainly gave me a vicarious thrill seeing you on "I've Got a Secret" last night. I'm glad you stumped—amazed and amused—the panel. Your words of contest-wisdom were also welcome.

With such an impressive array of prizes to your name, I'm sure you must have helpful advice for us "always-trying-to-winners." How about an advice-filled article for *Contest Magazine?*

Jeanette Turniansky
Box C-10
525 Riverleigh Ave.
Riverhead, N. Y.

PLEASED

I surely would hate to be without *Contest Magazine.* Just today I received a check from Mr. Wm. A. Frew of Lancaster County Seed Co. for an entry I submitted for "Read the Ads" in their almanac and a nice letter telling me I am one of the fourth place prize winners. I would never have known about the contest had I not seen it in your magazine. I really find *Contest Magazine* not only interesting and educational but also profitable, for whether a prize is large or small, to win on a national contest is a great incentive to a contester to keep trying harder and harder for more and better prizes.

Thanks a million for every copy.

Edith Acker
Olathe, Colo.

ADD TO THE RECORD

The week after I wrote the letter (Dec. *Contest Magazine*) I got three more wins, bringing my total to an even dozen in eight weeks: (10) Li'l Abner Watch from Post Cereal; (11) Jewelry from Sunbeam; (12) Eversharp Shampoo (consolation prize).

Any challengers?

FLASH!—A friend from Pennsylvania notified me that he won a 5th prize of $50 in an engineering magazine contest and to use his own words, "I'm batting 1000 as of now." Two top prizes in the first two contests entered — unbelievable, but true. But since my friend is an engineer and the contest involved a statement regarding the profession, it just further proves that knowing your subject is the greatest single factor in writing a winning entry.

Charles E. Neubaum
179 Circle Drive
Rantoul, Illinois

Volume 30 Contest Magazine — January 1959 Number 8

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"I Won $40,000
by following these ideas,"
says Nita Parks, author of

HOW TO WIN A FORTUNE

Want to improve your chances of winning prizes and prize money? Want some tested ideas from a top-ranking contestant who won over $40,000 in five years? Then be sure to read Nita Parks' new book, HOW TO WIN A FORTUNE.

Nita Parks knows prize contests backwards and forwards. She has taken contest courses. She has studied and entered hundreds of contests and won dozens of prizes from $10 to $25,000. In fact, she is such an outstanding contest winner that the *Saturday Evening Post* ran a full feature about her and her prize-winning methods.

Her prize-winning secrets

Now, for the first time, Nita Parks reveals her secrets of winning —tells everything you need to know about writing last lines, captions and titles, jingles, limericks, 25-word answers, etc.—and tells it all simply, humorously, concisely. For example, don't fail to read Chapter Four, *Getting Your Ideas* . . . and Chapter Seven, *Let's Expose Contesting!* . . . and Chapter Fourteen, *Contest Cues and Clues*. Any one of these three chapters (out of 15) is worth many times the small cost of this book, for each will help you write better, more professional contest entries. Yes, this book gives you the methods used by the experts— the contestants who win many of the juiciest prizes year after year.

Read it FREE for 5 days. Send for a copy of this new, helpful book today. When the book arrives pay the postman only $3 plus postage. Read the book for 5 days **on approval.** Then, if you don't agree that this is one of the most profitable contest aids you can own, one that will more than repay its modest price, return it for a full refund. You take no risk, so order now. **Vantage Press, Dept. C., 120 W. 31 St., New York 1.**

RECIPE MARKET

Dear Sirs:

Contesters may be interested in the following quoted from a small "box" in the Heinz ad, page 110, *Better Homes & Gardens,* for November, 1958:

> $100 FOR RECIPES. Send us your recipe using any Heinz product. If we use it in our advertising, we'll pay you $100. — H. J. Heinz Co., Box 28, D-BH-118, Pittsburgh 30, Pa."

Very truly yours,
Doris C. Shriner

MORE RECIPE MARKETS

There is an ever growing market for recipes in publications across the country. The Kansas Electric Farmer is awarding a dozen electric skillets, electric percolators and electric hair dryers, in a monthly recipe competition. Winners may select their choice of the three items. Entries may be sent to Betty Jean, Box 268, Kansas Electric Farmer, Topeka, Kan. Each month is a new contest.

Two dollars is paid for each recipe published by the Farm Bureau Mirror. Send recipes to the Food Editor, Farm Bureau Mirror, 3609 Derry St., Harrisburg, Pa.

Five dollar prizes are awarded for published recipes by the Florida Grower. Mail your recipes to Florida Grower, 1306 Grand Central Ave., Tampa, Fla.

Charles V. Mathis
6311 Park Boulevard
Wildwood-by-the-Sea
New Jersey

WHY?

Never see the results of sweepstakes. Are these phonys or don't you get the official word?

—Subscriber

Since sweepstakes are not contests, we do not attempt to cover them.—Editors

SWAP COLUMN

Gentlemen:

Had you ever considered a "swap" or "for sale" column in your magazine, so winning contestants could find a market for prizes for which they have no use?

Mrs. Joseph Johnson
269 Center Ave., Emsworth
Pittsburgh 2, Pa.

As a matter of fact, we have. A few years ago we actually tried a Swap column, but it fizzled. However, there may be a need for such a column now. Let's see.

For 50¢ per item listed, we'll run SWAP or FOR SALE ads for contesters wanting to dispose of unneeded prizes. Minimum charge per ad, $1.00. Payment must accompany ads. Give the name of the article, its market value and the price you want for it, or the kind of article you will swap it for.

For example—

FOR SALE: $69.50 Kitchenaid Mixer, $40.00; $32.50 Remington Rollectric Shaver, $25.00; $50.00 Red Devil Floor Polisher, $35.00.—Your Name and Address.

The ad above (3 items) would cost $1.50.

Or—

WILL SWAP $69.50 Kitchenaid Mixer for bicycle.—Your Name and Address.

The ad above (1 item) would cost $1.00 (the minimum).

Or—

FOR SALE OR TRADE: $69.50 Kitchenaid Mixer; $42.50 Remington Rollectric Shaver. Make me an offer.—Your Name and Address.

This ad (2 items) would cost $1.00. Address: Contest Magazine, Upland, Indiana.

UNCLE SAM'S SERVICE

In contesting proper mailing cannot be stressed too often nor too emphatically.

Always address completely. Be sure to include the name, the number and street (or P. O. box number), the city, postal delivery zone (if any) and the state.

YOUR WINNING ENTRY FILE
LET'S DIAL ACROSS AMERICA
PRIZE IDEAS
"Your Guide to Winner Wonderland!"
JINGLE CON

Here's contest help YOU should have

***Send for* FREE COPY**

Yours just for the asking! A sample copy of the Bulletin that has launched many successful contesting careers! Whether you're a beginner or a steady winner, don't pass up this opportunity. Write Dept. CM now for Prize Ideas.

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The Complete Contest Course is the latest and most modern course in the world. Its author is an actual practicing high school instructor (for the past thirty years) who adopted the best techniques when writing this course. You will learn how to write winning statements, jingles, last lines, slogans, names, titles, letters, essays, and every other conceivable type of entry. In addition, this complete contest course contains lessons on solving many kinds of popular puzzles, such as crosswords (all types), rebus, etc. No other contest course is as complete as this. The price is only a fraction of what you pay for other courses, being just $5.00 for all 75 lessons.

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The largest book of its kind in the entire world. Contains over 20,000 prize-winning entries arranged by subjects. Thus, if you desired to study or emulate successful entries for food, clothing, soap, cigars, etc., you simply refer to the right section. The best winning entries for the past 25 years are in this indispensable volume. Only Bill Sunners could have compiled this indispensable reference book. Only $5.00.

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AMERICAN NEWSPAPER SYNDICATE

4216 Quentin Road **Brooklyn, N. Y.**

For mailing assurance, don't abbreviate the name of the state. "Cal." could easily be misread for "Col."—especially if handwritten. My encyclopedia does not show any abbreviations for Iowa, Ohio and Utah.

Always show your return address.

Be sure to attach sufficient postage. Don't trust to luck that 4¢ will carry a letter that is slightly over weight. If you are at all dubious about the amount necessary, don't guess—have it weighed at the Post Office. Then you'll be sure it is properly stamped. No contest agency will pay the additional postage and if returned to you it may be too late for the contest.

If you are waiting for that deadline, mail your entry early in the day. This will insure that "midnight postmark." Most contests close on weekends, and postal forces are reduced on weekends. Although the Post Office gives all mail daily attention, a swamped Post Office could result in some mail being held over to the next day, which would postmark your entry the **day after** closing. You wouldn't want **that** to happen to your brainchild, would you?

(Miss) Mary G. Tschida
414 Fulton St.
St. Paul 2, Minn.

DISAPPOINTED

I am disappointed! Why did you discontinue the list of contests in Radio and TV for the Los Angeles area? I do not have time to twirl the dials to get all the current contests. Surely someone would do this for us.

I do hope to find these columns back in Contest Magazine.

Mrs. A. E. Herbolsheimer
351 No. Hill St.
Monrovia, Calif.

A different type of radio-tv report from the west coast is being planned. It will appear soon. Death of the former reporter caused the feature's discontinuance.—Editors

Recommended Books on

Advertising

Contesters who wish to study the art of the ad writer in order to improve their contest writing abilities, are directed to the following books, which the editors of Contest Magazine have found among the most helpful:

MODERN ADVERTISING

by Harry Walker Hepner

Here is an unusually complete treatment of advertising methods and techniques. Third edition, completely revised. Used widely as a textbook for courses in advertising. A convenient volume for people who want a comprehensive reference deskbook on advertising principles and practices. 740 pages. **$6.75**

HOW TO WRITE ADVERTISING THAT SELLS **by Clyde Bedell**

Simply, methodically, the author shows how to write sound, professional copy that does an effective job of selling. For the beginner, the mystery surrounding the writing of copy that sells is stripped away. And the veteran sees how to use familiar techniques with assurance rather than guesswork. 538 pages. **$7.00**

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by Vance Packard

An eye-opener and guide to the Age of Manipulation into which the ad boys have led us, with the help of psychologists, psychoanalysts and public relations men. Here you will learn what the new breed of "depth" men, the motivational researchers are learning about the ordinary citizen —his hidden urges, fears, frustrations, wishes, etc. Written in non-technical language. 275 pages. **$4.00**

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Rate 10c per word. Minimum, $1.00.

CONTESTER HELPS: Cavalcade of Action Verbs, $1 postpaid. The Color Key to More Colorful Writing (color words and phrases), $1.50 postpaid. Contest Writer's Workshop, P. O. Box 27, Universal City, Calif.

DUPLICATIT PUZZLES are new, different, intriguing, individual. No competition for your prize; you merely duplicate a given score and win. Enter anytime. Circular free. Myers, Box 425-C, Detroit 31, Mich.

"WHAT'S COOKING" contains winning hints, contest information, monthly prize contests. Sample copy, 10c. Spence, Box 11569, St. Petersburg, Fla.

WIN contest money. Every issue of the General Contest Bulletin has helped others win; give hundreds of tips. Lists current contests and rules. Sample copy of magazine 25¢. General Contest Bulletin, 1609-O East 5th, Duluth, Minnesota.

EVERYBODY GETS SOMETHING in contests conducted by JEAN'S PUZZLE CLUB. For information write: Box 75, Village Station, 150 Christopher Street, New York 14, N. Y.

WOULD-BE WINNERS — Send for copy of newest Contest Bulletin. Free! "Best Bets," Box 176, Cooper Station, New York 3, N. Y.

REPORTS on recent local $20,000 newspaper KENO contest and $25,000 Pepsi-Cola BINGO Sky Game. Lists complete data and winning numbers. $2.25 cash for both reports postpaid. Bruns, Box 335, Los Angeles 66.

Contest WORKSHEET

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SHEPHERD SCHOOL
1015 Chestnut St., Dept. F, Phila. 7, Pa.

CONTEST

I would like to have everyone send a scenic postal to my mother, whose birthday is February 10. I will give three and maybe more prizes of handmade earrings. Judging will be made on the basis of interest, appeal and picture quality. She lives alone and enjoys getting mail. Address: Mrs. Avis Trovis, 5 Edouard Dr., Pontiac, Mich. Closes Feb. 10.

Mrs. John Willis
803 E. Paris
Peoria, Ill.

NEW YORK IN '60

Calling All Contesters in the New York Area: How would you like to have the NCA convention in New York in '60? Then the question is: Are you willing to work toward such a convention? If there are enough of us, the work will be lighter, and the rewards (the excitement and enlightenment of a convention) will be greater. If you are interested, call Bensonhurst 6-3988 or write Pauline Kline, 1388 West 6th St., Brooklyn 4, N. Y. We will arrange a committee meeting soon.

Committee to form a Committee

TIE-BREAKERS

From kind and clever friends who got in on the Tie-Breakers, we conclude that the following names won in Exquisite Bra, (with even some variations, as Gertrude Lawrence being named Mrs. Richard Aldrich): Gertrude Lawrence, Amelia Earhart, Carol Lombard, Queen Victoria, Queen Nefertiti, Susanne Lenglen.

It seems the only elimination reason could be "lack of neatness" and that margin is not clear.

The Lava pictures were: San Francisco Bay; Victoria Falls, Africa; Royal Gorge with Arkansas River in bottom; Burges, Belgium; Jackson Hole; Capitol at Havana, Cuba.

Florrie Wade
Dallas, Texas

PLEASANT INVESTIGATION

My first investigation was a very pleasant experience, conducted by a very personable young man, who talked mostly about contesting. He took information about my family, hobbies, and so forth, explaining that the sponsor wanted that for an article in case I made the headlines. On parting, he handed me a card with his superior's name and said, "We, at the Agency hope that this results in a nice prize for you. If it does, will you please write a note to my superior, telling him about your prize, and if you feel your investigation was conducted satisfactorily." They forwarded all these letters for judges and sponsors to read, to assure better relations. I have read stacks of contest material, but never have I seen a suggestion on thanking the detectives—they have to ask. Perhaps strained relations have been caused by our not drawing attention to the happy investigations, and receiving only gripe mail has led to the wrong conclusions. So write—write if you have a gripe—but most important, write if you have some praise!

Helen Bjork
McAllister, Mont.

NEW!

HANDBOOK OF

FAMILIAR PHRASES

compiled by C. R. Long & C. H. Abbott

Ever stumped for an eyeflagging phrase? Then YOU need this book of 2500 phrases to help bag contest treasures.

ONLY $1.50 a copy postpaid

Paper bound edition—alphabetically listed

LONG-ABBOTT PUBLICATIONS
Dept. C New Richmond, Ohio

Recommended Books on

Creative Thinking

YOUR CREATIVE POWER
by Alex Osborn

Many editors and publishers gave acclaim to this book as the most valuable ever written on the subject. It has been used by directors of research, businessmen and many others. First published in 1948, it is now in its 12th printing. 375 pages. **$3.95**

APPLIED IMAGINATION
by Alex Osborn

Step by step this book formulates the practical techniques by which creative imagination can be more productively utilized. Its primary function is to teach the reader to understand and to apply his own innate creativity to all aspects of his personal and vocational life. "Creativity," says the author, "is . . . an art in which all of us can make ourselves more and more proficient." 379 pages. **$3.75**

HOW TO THINK CREATIVELY
by Eliot D. Hutchinson

This analysis of creative thinking—what it is, how it comes about, and how it can be used to best advantage—offers techniques and valuable assistance which every person can adapt to his particular needs. Every reader will discover in this book many suggestions and helps for broader perspective and increased ability. 237 pages. **$2.75**

HOW TO USE YOUR MIND
by Harry D. Kitson

New, completely revised edition of a tested book that has been of help to hundreds of thousands of people. It tells you how to concentrate attention, improve vocabulary, cultivate imagination, increase reading ability, overcome discouragement, take notes properly, form study habits, memorize readily, reason logically, and develop interest. 196 pages. **$2.95**

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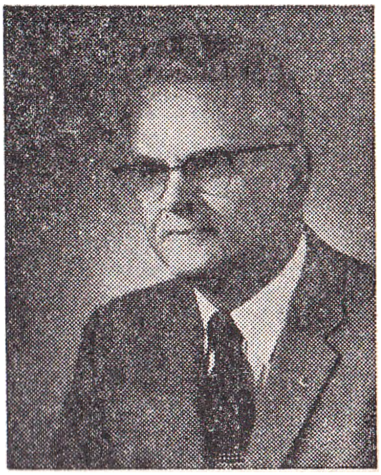
Upland Indiana

Editorially Speaking

Excerpts from a speech delivered at the Indiana State Contest Club Convention at Indianapolis in October

Hugh Freese
Managing Editor



How We Can Help the Judges

"YOU CAN help us," said the executive of a large judging agency recently as I was leaving his office after an enjoyable and enlightening interview.

"I'll be happy to do so," I replied without knowing what it was that I could do for him and his organization or how I could do it.

I was, of course, quite sure that there were many ways in which I could help, and I was pleased to know that this big man was big enough to realize it.

For instance I was sure that in the matter of . . . well, what did the fellow have in mind anyway?

He *is* an important man, the head of one of the country's big judging agencies. He made his statement after an interview in which I had answered as many questions for him as he had answered for me. Some of the questions which he posed had drawn the following information or estimates from me:

There are probably not more than 50,000 people in the United States who can correctly be classified as dyed-in-the-wool contest fans — consistent and persistent contest hobbyists—people who seriously make a regular practice of entering various types of commercially sponsored prize contests by mail. People who enter ten or more contests a year as a continuing pastime, who read contest publications, take contest courses, and/or belong to contest clubs.

Between two and three thousand people belong to local and state contest clubs; around 1200 people belong to the National Contesters Association; and a few more than 8000 people read *Contest Magazine* each month, not counting the people who save money by reading someone else's copy.

These are not very stupendous numbers when compared with the millions of entries received in some of the national contests. So why would the head man in a big judging agency tell a little old editor of a little old hobby magazine, "You can help us"?

I'd like to help them by relieving them of the burden of some of that money they have to pass around. I'd like to help them to tell sponsors how to write rhymes that rhyme and meters that "meet." And I'd like to help them tell contest investigators how to investigate contestants. But I don't believe that's what my judge friend had in mind.

I think I know *now* what he was talking about. Let me get at it in another way.

After I had spoken to the California Sta-Winners Convention at Long Beach this summer, the new president, Jean Sakaly, asked me this question: "Why does Donnelley read *Contest Magazine?*" I had mentioned that Donnelley and some of the other judging agencies are among our subscribers.

I can assure you that the first reason that pops into your mind is not correct. They do not read *Contest Magazine* or any other contest literature in order to compile a list of "professional" (that word is in quotes) contestants which they hope to bar from winning. Too many winners have continued to win after their names have been published in contest literature, to believe that. Actually, on a number of occasions we have published articles on how to win in forthcoming contests, written by people who have then gone ahead to win under the same name, *after* judges have had a chance to read those articles. Now they didn't win because some judge recognized their names and figured they were smart enough to win since they were smart enough to write a good article. Neither did they win because the judges *failed* to recognize their names. They won because they did what they told you to do—go a little farther, on your own. They won because, in the first place, they had to study the subject extra hard in order to prepare the articles. Then when they were ready to write their own entries, they used what they had learned and what they had written for publication, as a starting point for further study and further thinking. They dug deeper, they explored wider, they climbed higher — and they finished in the list of winners.

Well then, why do the judges read *Contest Magazine?*

Three of them recently confessed to me that they get a certain amount of amusement and considerable amazement from reading what some of our writers say about judging slants and preferences and things like that in our magazine. But I think their real reason for keeping up with the literature of the hobby is twofold. First, they want to know what the dyed-in-the-wool contestant is thinking and saying. And second, they want to be able to explode the prospective contest sponsor's bugaboo about "professionalism" in contesting (there's that word again).

One of their toughest jobs in selling contests to a new client is to assure him that all his prizes will *not* go to a few clever, greedy, professional contesters who scare off the average competition; that there is no reason or way in which previous winners can be barred from his contest; that true contest hobbyists are not villains; that they are a very small part of the total people whom he hopes to reach; that ghost writers are *not* writing many winning entries; that most of the prizes actually go to people who have never won before.

Now that's a bigger selling job than most of us realize, for many advertising men have strong misconceptions on these subjects. The judging agency who knows something about the scope and purpose and activities of contest clubs, and of the average contest hobbyist, can show the doubtful sponsor-client that we are regular people, regular customers, good salesmen for his product, and that we are on his side. It is a revelation to some of our friends in the advertising world to learn that we are not a bunch of crafty grafters to be feared and discriminated against.

In other words, your contest organizations and contest publications, and *you* are helping the judging agencies to sell more advertisers on the merits of contests as an effective and desirable sales and advertising gimmick. We are all helping when we practice and work for fairness and honesty in our hobby. That's what we want, isn't it—more contests?

Another way in which we can help the judging agencies—and indirectly ourselves—is by helping to dispel the popular belief that all contests are lotteries, games of chance in which the winners are drawn from a hat.

Some of you have read, and some of you have on your shelves the book, *Successful Prize Contests* by Lester M. Cone and Zenn Kaufman. It was published seven years ago by Prentice-Hall, and is now out of print. It never became popular among ordinary contesters because it is written for prospective contest sponsors rather than expectant contest entrants.

Mr. Cone and Mr. Kaufman did a very commendable job of presenting the contest picture for the advertising man's purpose, but when they got out of the advertising field and tried to write about contestants, they got their information mixed up with some disturbing mis-information. Consequently, they muddied the waters they were attempting to clear. They talk about contest hobbyists, contest clubs, contest schools and contest publications in the same breath and the same tone with ghost writers, dopesters, tip services, entry sellers, *entry buyers,* and other contest unmentionables. We don't like some of the company in which they put us.

The chapters on "Who Runs Contests," "Prize Strategy" and "Promotion Media" are of limited interest to the average contester, but there is one chapter in this book that you should read if you have not already done so—a chapter, by the way, that neither of the authors wrote. It was written by a couple of other fellows. Chapter 14 carries this footnote: "We are grateful to Walter LaBorie and F. Harvey Morse of the Donnelley organization for the preparation of this useful chapter."

F. Harvey Morse is head judge at Mount Vernon Donnelley. What he and Mr. LaBorie say in this chapter tells us a great deal about the methods and procedures used in judging your entries.

We are told, for instance, that contest mail is opened by machines and that the contents are removed by clerks who check to see that the necessary box-top or other qualifier is present and that the entrant's complete address is given.

The entries then go to preliminary readers, who throw out "illiterate, profane, illegible, facetious" entries and any that have committed *obvious* rule violations.

Junior judges next read the entries and score each one against a rating chart devised for that particular contest. These judges must have college training in English, must have passed a scientifically designed aptitude test, and are required to read the sponsor's advertising carefully for several years past before the judging begins. All judges are trained by the same person in each agency, to insure uniformity of grading.

Senior judges read the surviving entries. These judges, we are told, are "experienced copywriters and advertising people."

Final, executive judges are described as men and women who have had years of experience in advertising and merchandising. Before the surviving entries reach the final judges they are typed on cards, with authors identified only by numbers.

Each reader's and judge's work is spot checked once a day or oftener by supervisors as a further assurance that all judging is being done on the same level and that good entries are not being discarded by some of the judges.

Each entry is marked by each judge as he reads it so that it is possible to give legal proof, if required, that every entry was actually read.

Donnelley's scientific methods and their constant diligence in trying to minimize the element of chance as much as is humanly possible, are heartening to the contestant. And in my on-the-scenes visits this past summer I found a great deal of evidence to support their statements.

Here's a parting shot to increase your faith in the fairness of modern judging methods:

Henrietta Davis, who used to head Donnelley's New York judging operation, tells this on herself: One day, without warning, while she and her staff were busy judging a contest, two visitors arrived and identified themselves as Federal Inspectors. They demanded to see the judging service in operation. Mrs. Davis took them through the rooms where the mail was being opened, on to the preliminary judging, and then showed them the Junior Judges and the Senior Judges at work.

Suddenly one of the gentlemen yanked a rating sheet off an entry on one of the Senior Judges' desks and handed it to Mrs. Davis. "Grade it," he commanded. "We'll see how close you come to the Senior Judge here. We'll see if this is a matter of chance or not."

"My heart was in my mouth," Mrs. Davis confesses. After all, both she and the Senior Judge were human.

When she had finished she handed the rating sheet over to the inspector. He compared the two scores carefully and then said, "All right, little girl. This is on the level."

Henrietta's ratings had come within one point of the ratings given the entry by the Senior Judge.

Judges really are working hard at the job of being fair. Contesters must be sure that they are working at the same job. We wouldn't want to be outdone in a contest of this sort, would we?

The Last-Line-Up

by ELISE PINKERTON STEWART

IF YOU WERE to survey your winning last lines in a closely scrutinized "line-up," what would you discover? Would you have an analytical-enough mind to see both the strong and the weak characteristics of your entries, despite the fact they have been winners; that is, could you rise above your pleasure at winning, to discover how your last lines could have rated better?

Could you have tried humor, for instance (a very good local device) to tickle the local judges' funnybones, as I did in a local radio last-line contest? I finished the rhyme as follows:

Hickory, dickery dock!
for the mouse.
So happy to be in the clock
in the house.
No wonder he's tickled
and feels so divine
Since love's "fixed his clock" so he always
"runs" fine.

I may be biased, but I think that good follow-through plus good humor adds up to a darned good last line in this entry. It won two passes to a local movie.

In another contest emanating from a local radio station, I submitted the following humorous ending (which also merited two passes):

Have you ever gone acourting on a night
like this in May?
Think your heart was made of sturdy stuff
and find it's only clay?
Did you ever stop and wonder
if this happens just to you—
Will she put you "6 feet under"
When she's through with pitching woo?

I think this one also has good follow-through, combined with a humorous approach. One thing about this idea, though, that might have spelled its nemesis lies in the fact it was so macabre.

I don't have the regional Kroger limerick which accompanies the following winning last line, but I think the reason it won is obvious—the sales points are well-defined and the second sales point is rather unusual. Here's the line: "Fine food, clear-viewed, and honest weigh." It won a clock-radio.

In the Johnson & Johnson last-line contest, I received one of their very, very nice bottom prizes of a first-aid kit. I believe the winner is one of the following last lines:

Most **trusted** name in First Aid needs
and Baby Products too
Johnson & Johnson always leads
(1) Thru thorough follow-through.
(2) Swaps hurts for hugs in lieu.
(3) Acme of acheless "crew".

As you will readily notice, since I had not too much experience winning from M.V.D., I took the only bull by the horns I could muster—that of good follow-through; in one of these, actually using that idea. There is also sound-similarity in the first last-line.

Number 2 uses an unusual verb as a springboard for the generalized sales-point ("hugs") and the contrasting generalized negativity of "hurts." Obviously, they are also alliterative, even through the second letter of each word. Then, also, the "u" vowel is repeated throughout the last line. Another thing, as one reads this last line, he gets a visual picture of the contrast of children "hugging" as against the "hurting" cries of children who *don't* use J & J products! I think a flaw here is in the fact that I generalized; however, there is a specificity even in this generalization—after all, the product it refers to has to be some product that covers a wide area of "hugs" replacing "hurts!"

Number 3 covers the Johnson & Johnson use very well, but it also is generalized. However, the type of verse which Johnson & Johnson used in this contest almost dictates such a type of follow-through. It seems too insignificant to limit the products to one phase of their CAREer.

A few years back, after a frustrating eleven month of Monarch Fine Foods' limerick contests, I received a letter—no affidavit or questionnaire whatsoever—ten days after the contest closed—informing me I had won one of the eighty prizes of roaster ovens! This was a second prize in the contest and it was won after the 12th month of its duration. The first prizes consisted, I believe, of dryers. The company was almost as speedy delivering the roaster oven. It seems to me it arrived the next day. But to return to our Last-Line-Up. The limerick and possible last-line winner are as follows:

The finest of coffee, my friend,
Is MONARCH—the very best blend—
A pound bought today
Will show you the way
(1) To "coffee breaks" callers commend.
(2) Five score years prove taste does transcend.

The elusive Herrold judged this contest, so I felt a decided thrill at not having the twelve months of the contest completely elude me as to winning a prize. If No. 1 won in this contest, alliteration didn't hurt it any, and I literally tattered the dictionary searching for appropriate "c's" for this last line. Notice how I implied that droves of visitors enjoy coffee breaks at my house. I remember vividly almost sending in the phrase "Koffee Klatches," but, not having been sure of the spelling of this term and finding it completely gone from the latest collegiate dictionary, I gave it up and used the more ordinary "coffee breaks." Besides, the meter worked out much better that way, as you will notice. Note also how all the words are very simple, a definite advantage with Herrold. The last word in the line is slightly unusual and not likely to be duplicated.

No. 2 contains what I call a "synonym phrase," *i.e.,* I told the Monarch length of existence story in a different way. I could have said "one hundred years" or "ten decades"; in fact I toyed with these phrases before finally making up my mind to use "five score years."

Another member of my "Last-Line-Up" consists of a Chicago Donnelly-judged, Aunt Jemima Pancake last line which won contour sheets for me. The entire limerick read:

Now you can watch me
While I bake 'em,
But don't you ask me
How I make 'em,
For pancakes are my secret treat
Not bulky, "runny," sticky—neat.

Notice how I carefully specified various textures which Aunt Jemima Pancakes were *not;* then I summed up what they *were* in the one word, "neat." However, these were minor sales points compared to the taste of the pancake, so I believe that may have counted against my entry.

In the last Simoniz last-line contest, I had good reason to think the following entry won $100 (a fifth prize in the contest). The check arrived in a letter. There was no affidavit or paper to sign. My first and last notification was the letter enclosing the $100 check.

The New Simoniz Wet 'n' Wipe way
With Liquid Kleener is easy as play—
Shines your car to perfection
Gives you 6 months protection
Coats not "shelled," since shine "shield"
sloughs road prey.

In composing this last line I forced myself to read over and over again only the previous *top* winning entries from other Simoniz contests. They seemed very meaty, compact, with no wasted words. And they emphasized the only major sales point anyone can express, actually, about Simoniz. Paraphrasing this major sales point, I composed the above last line. It was anything but easy to compose and I had to write it about twenty times before it finally met my satisfaction and the Chicago Donnelley Judges'. This last line's good points are pictorialization, alliteration, similar sounds ("shelled," "shine," and "shield"), and an unusual last rhyming word. Other things I like about it are the contrast expressed in the two similar words, "shelled" and "shield," and the pictorial verb, "slough." There is a bad feature about this entry, I think; it is difficult to read at a glance; it is almost too different. Perhaps if in Chicago Donnelley's "Last-Line-Up" for Simoniz, I had made the entry glance-clear and more simplified in wording, it might have climbed up to the $500 category.

Now don't you think you can get *your* "Last-Line-Up" higher? It isn't so easy, but it's mentally and financially gratifying!

YOUNGSTERS NAME YULE SPRITES

by Emeline E. Kotula

State Street in Chicago's Loop is sporting new lights this holiday season and each light is wearing FOUR YULE SPRITES—gay, colorful, figures with the look of leprechauns . . . turned-up noses . . . pixie-faced and dressed in peaked hats, bright jackets and breeches and slippers with turned-up toes.

The State Street Council sponsored a contest in which the school children were asked to name each YULE SPRITE. A panel of judges was chosen from among top cartoonists on Chicago's four daily newspapers. Three boys and a girl were named top winners . . . each winning all the "loot" he or she could collect and carry away **in five minutes** on a tour through a favorite State Street store's toy department. In addition, twenty runners-up each received $10 merchandise certificates redeemable at any State Street toy department.

The winning names, chosen from the 12,000-plus entries submitted, were: ELFVANGARD, BRIGHT SPRITE, SANTALLITE, HAPPY GLOW — proving once again that the obvious can and does win in local contests. This is a happy mixture of winning entries—two very ordinary and commonplace names and two cleverly coined names. And Chicagoland holds 24 very happy youngsters—the lucky winners.

A Plan for Originality

by LOUISE MAYFIELD

NO MATTER what the contest, if it is a national, the rules almost invariably read that among other things, entries will be judged on *originality.*

Just how does one achieve originality? For me, it is not easy. It means exercising a good deal of brain power, and, of course, all original ideas are not suitable. However, I feel that if I can arrive at something that is original, at least duplication does not have me "licked" at the very start. I can take the next step *after* I have managed to compile a few original ideas.

The most obvious methods for originality have been discussed many times—such as using the product over and over and writing down one's reaction to it. This is a basic, necessary step. However, there are times when this yields me nothing more than I have already read in the advertisements.

One method for originality that I have used ever since I won my first prize of $10 on Camay back in depression days is to try to describe the product in terms of something around me. Many of my early winning entries had what was spoken of in those long ago days as "geographical slant." In other words, I put big Texas into my entries in big way. I described the product in action on our home ranch. I all but drew a map of Texas in my entries.

After I left the ranch, I put my background into my entries in a different way. It was not so open-faced. In fact, there was more about the products described in western words, and far less about Texas. I remember seeing the landscape outside the window grow dim in a whizzing Texas sand-storm. It was also World War II days, days of black-outs. I thought how harsh soaps often made my pretty blouses grow dim. Therefore, for originality, I used the phrase, "dim-out prints" in one of my winning entries.

Later, when I was doing some classroom teaching, I had a case of nervous jitters. It always gave me the jitters to have to do anything at the last minute under pressure. I wrote a deep-fryer winning entry when I achieved originality by having the Golden Puffs become "golden fritters that solved my what-to-serve jitters." Fortunately, the judging agency liked rhyme as well as originality.

I put a touch of Texas in a cleanser entry with the words, "powerful as a 45 and lively as a pinto pony," and won a chicken fryer.

One fall I heard the cheerleaders going through their usual routines, and wrote about a bug spray that "hit 'em high, knocked 'em low, and kept all insects on the go" for the slogan-like climax of a winning statement.

I heard a vacuum cleaner humming when I was far from home and wrote of the cleaner that "made home suite hum with labor light" for $10 in an Old Dutch last-line contest.

I think there is still another way that more of us contestants could achieve some degree of originality if we would only "lift ourselves by our bootstraps" and do it. I am thinking of making worksheets and writing entries *before* our bulletins with their helps on current contests come.

On the surface, this might seem like wasted effort. After all, most of us take bulletins to save us the work of research on various products. It is certainly, for me, the line of least resistance to "Let Art do it" (since I take the Art Reiss bulletin) and then try to go on from where Mr. Reiss leaves off. This does save time. It makes it easier for me to write entries, but it does not follow that they are winning entries. If I dig as deeply as possible for ideas around me before I get the bulletin, I do have a better chance for originality.

In 1956, I compiled my own worksheet of ideas for "Calumet Baking Powder's best for making biscuit contest." When I thought of *biscuit,* I thought of Dixie and plantation cooking. *Dixie* was at the head of the list. I tried to think what would go with *Dixie biscuit.* I turned back the pages of memory and remembered the ham gravy. How well I remembered the plantation type Dixie breakfast I had enjoyed so often in East Texas. There were ham, grits, ham gravy and Mayhaw jelly. I also had on my worksheet the word *tender.* Certainly a good Calumet biscuit would be tender. Those were the days when Elvis Presley's "Love Me Tender" was blaring forth on almost any radio.

My completed entry, written before bulletin time, and the winner of a Toastmaster read:

"Calumet Baking Powder is best for biscuit because pure, dependable Calumet gives a Yankee cook Dixie magic—Calumet always turns out "love me *tender*"—golden biscuits, begging for ham gravy or Mayhaw jelly."

I do not, of course, send off my entries until after I have studied my bulletin. I often leave out an important sales point when working solely on my own. Sometimes in name contests, when I have managed to shape up some names that sound fairly well before reading my bulletin, I have found later a pet name of mine has to be discarded because it turns up as an example in a bulletin, but I usually have some original ideas left to reshape, add to, or even to send in "as is."

My name entries for a pirate ship were written from worksheets I compiled by merely looking at the ship on the entry blank. When my bulletin came, I found many words on my sheet were the same as those in the bulletin, but my names were original, and, I think, fit the ship.

There is another thing to consider about the easier method of reading a bulletin and then going on from what is given. Think of all the other contestants who read this same bulletin and who go on from what is given. The first step for all is given, so it is logical that many will take the same second step also, and duplication will kill an otherwise good entry. On the other hand, if I write down, first, all I can think of from my own background, at least I have an original foundation. I can fill in the missing stepping stones with the sales points I missed but that are given in the bulletin.

This is my plan for originality.

Pictures Pay Premiums

by SARAH ALLEN

In a local contest, a picture can add a "thousand words" to your twenty-five!

HAVE YOU ever felt that the only way you could ever win any prizes was by shooting your family? Well, you may just be right! Not, of course, getting rid of your spouse and children so you'll have more time to work on your entries, but shooting them photographically — or having them shoot you. A picture is said to be worth 1,000 words—so no wonder it can really pep up 25!

I won a steam iron in a local radio contest. My rhymed 25-worder ended, *"Watt* a *live-wire* I would be, who now must slave re*volt*ingly." To illustrate the verse I searched through dozens of magazines before I found just the right ad-cartoon of a housewife all but collapsed over her ironing board. How much simpler, and more personalized, it would have been if I had thought to pose for that picture myself!

One woman I once read about copped a prize with her photo of a stuffed squirrel eating the sponsor's product, with the box overturned in just the right position to highlight the brand name. Why, I wonder, wouldn't it be still more effective to have it be Junior in his high chair who is stuffing himself? Or to enclose a shot of dad working on the car or shaving or whatever shows up the product best? You might even color the photograph in spots, with special attention to creating a box-top "facsimile."

Nationals, of course, aren't the place for individuality in presentation. But for a local newspaper contest, why not spread the Sunday paper around while everyone, including the cat, snoozes; or, for a radio contest, picture the kids tuning in a portable radio while mother spreads the picnic lunch? Your pet pooch, your new "sack," the baby entranced by grandpa playing the tuba—can't you sense the human interest such pictures add—if they also are apt—to your entry? Even a national contest, privately judged, might conceivably be impressed by seeing the sponsor's hearing aid or baby pants photographically modeled!

You can't take decent pictures? Nonsense! Nowadays anyone can. Go down to your photo shop and rent a camera for a day or two and experiment. You may "cut off" a few heads at first, or find a tree growing out of the picnic basket. But one or two such mistakes will soon "l'arn" you.

Don't expect to turn out salon-type portraits or works of art—except by a stroke of rare luck. All you want is a picture that makes its point—namely, the one particular point you are trying to illustrate.

I sold a filler several years ago, and got $20 for it, which is a pretty good price for a two-sentence, small-magazine filler. Actually, it amounted to a contest-win, because the column carried a notice down at the bottom asking readers to submit home-workshop ideas.

Me, I do well to tell a saw from a hammer. As for my sketching anything a carpenter might duplicate—*c'est impossible!* But when I stopped by to call on a friend, I recognized that the convenient alcove her husband had built for their records and hi-fi equipment amounted to a winworthy idea. With my friend's permission, I dashed home for my camera (if I'd *only* learn to keep it always with me!), snapped the set-up, made sure the print showed what I wanted, and sent it off with a few bright picture-words about how useful the alcove was. I didn't have to waste wordage telling how to do the work, because the photo, while not perfectly centered or lighted or focussed, served perfectly well its purpose of helping the magazine's staff artist draw the sketch that appeared in the column.

Of course, some magazines require professional-quality photographs, but the really top ones usually *prefer* to rely on their own artists and photo staff. So if you want to submit an idea for a gussied-up recipe, for instance, or a better way to prune roses or transplant tulips, all you need to help sell your this-is-the-way-to-do-it copy are pictures good enough to let the editor see what the possibilities are. Putting your idea across clearly is the important thing; if the magazine buys your recipe they'll set the fancy table or hang the cookies on a pink plastic Christmas tree, or whatever.

Perhaps I should mention that unless you're real sure about things like exposure and timing, you might find it pays to use a Polaroid Land camera, which lets you see a finished print in just sixty seconds. The advantage is that if your first shot doesn't turn out right, you can take a second, or however many you need, without having to mix and cut and bake and ice those cookies all over again, because while your film was down at the drug store or photo shop getting developed, you left the cookies exposed and somebody ate 'em.

And don't worry if you, like me, are afraid of all the complex settings of the most complicated cameras. Regular box cameras nowadays take far better pictures than they once did, and the print-as-you-go Land camera can produce prints with remarkable definition and contrast. Naturally, if you are going to take shots in your cellar laundry area you will want to talk to your film supplier and find out what is available in the way of fast film and possibly of lighting equipment.

Even if you never submit your photograph itself, it may help you to write winning entries. Haven't you been told to keep your statements *pictorial* to *see*, the problem that you write about? The next time Junior comes home caked with mud, or your dog spurns his dinner, why not file a snapshot for reference? Words later brought to mind by that bespattered boy or disdainful dog may bring home a prize.

Even the locals, they tell us, may have 10,000 or more entries. To win, you've got to be different. Graphic. Specific. With human interest.

My unabridged defines a premium as, "a reward or prize for a superior performance or production." Pictures can and do pay premiums.

Are You a Handy Ma'am?

by BARBARA WOLFE

RECENTLY I found my husband's copy of *Mechanix Illustrated* in the workshop, and the only reason I gave it anything more than the "just the cover" look was that the cover announced a big contest. Actually, I didn't do anything about the contest, but I have gone slightly daffy over the different departments found in it. Hubby has been holding out on me, so maybe you gals and I can find some buried treasure for contesting —in this magazine and others like it. Anyway, here are a few of the items I found in this issue, which I'm sure lots and lots of us could use. Of course I know some of those men sending shop items, etc. to this magazine are not only good "shop men," but also really and truly contesters, and have families who are contesters, too. It spreads, you know, so just one member of a family can hardly stay aloof with his contesting hobby.

Here are some of the features I found and liked in *Mechanix Illustrated*: Continuing departments include, first, "Home and Shop Tips." Readers are invited to send good short-cuts, time-savers or safety devices in their work, at home, shop, office or farm. Payment is $10 for each contribution used, and the fine print asks that the idea be sent in on a post card. Address: Freddie Fumbles, Mechanix Illustrated Magazine, 67 W. 44th St., New York 36.

Second, $50 each month is given to the first person who writes the magazine about a new and useful gadget that is patented and being produced. Pictures and descriptions are to be sent to "Bright Ideas Editor," care of the magazine at the address given above. Manufacturers are also eligible for this department.

Third, if you have an idea about a gadget you think should be invented, send in a description to "Inventions Wanted" Editor, care of the magazine. Each contribution published is awarded $5. These are cleverly illustrated with drawings, I assume done by the editorial staff. Some are humorous and certainly something that could be dreamed up by the average housewife, such as I, who wants more time for contesting, gardening, and other hobbies. For example, one person thinks plastic gloves with abrasive on the palm would make the scrubbing of dirty potatoes much easier.

The fourth continuing feature that I discovered is the monthly photo contest. In this issue are four photos, one awarded $25, and the three others, $10 each. It is not stated how many photos are used, nor is the amount of money stated; perhaps it varies from month to month. Prize winning photos are not returned, but detailed instruction for safe packing of your photo for mailing are included. The technical data for each winning photo is given.

Then there is an interesting department for "Golden Hammer Award Winners." To receive one of these hammers calls for a project submitted by craftsmen and published. Many runner-up prizes of 24-

karat gold-plated Tie Bars and Certificates of Merit are awarded for ideas accepted but not printed. True, most of the winners' names seem to belong to men, but come on, girls, I know we all have had to grab the hammer on occasion for a quick repair, and have wanted to turn out some furniture or shelves or some handy closet arrangement. Why not ask the man of the house to let you share in a project that will help the family fun and at the same time perhaps gain a golden hammer? Tell him you know there are such things as ratchets and grommets, and no double talk about it. Of course, I'm still in the wishful stage of this department, but there are other folks to whom this department will be just the ticket.

Now, girls, to the ratchets! Or is it hatchets? I like *Mechanix Illustrated* and think you will, too.

Cake Naming Words

by Gladys Paradowski

The just-announced Swansdown contest sounds most tempting. One glance at the list of prizes it offers and I was knee-deep in recipe books looking for suitable cake-naming words. I've collected the following basic list which I would like to share with *Contest Magazine* readers. I believe it will prove most helpful.

Crest, crown, epicure, laurel, yum, quick, crumb, spice, angel, excellent, layer, fudge, rich, whip, puff, fluff, airy, frosted, jellied, glo, gold, nougat, cream, dreamy, nippy, ring, favorite, southern, special, delight, lovely, deluxe, surprise, royal, crunch, butter, floating, flaky, crush, marble, chiffon, miracle, golden, glow, topped, sweet, amber.

Masterpiece, delicate, joy, laden, luscious, sunny, trick, blend, mound, holiday, trimmed, quickie, simple, thrifty, drenched, lush, glamorous, mix, mellow, frost, soft, velvet, crystal, party, budget, confetti, carnival, fleck, festive, picture, wealth, lovelight, luxury, high, sure, zesty, icing, moist, glossy, supreme, peaks, mountain, tasty, tip top, gem, excellent, hurry up.

Scotch, star, feather, ornamental, sunshine, pinwheel, tier, wonder, harvest, tutti-frutti, regal, dot, victory, speedy, quick-fix, so-good, unique, tempting, jewel, sparkle, perfection, tropical, dainty, fine, ambrosia, mystery, perfect, pronto, kiss, oven, jiffy, easy, bon-bon, checkerboard, whirl, swirl, drifts, garland, wreath, celebrated, renown, master, queen, variety, choice, delectable, heavenly, celestial.

Beauty, fragrant, ornate, harlequin, amazing, clever, marvelous, crescent, chef, smooth, famous, cluster, pearl, flavorful, ripple, snow, snowball, parisian, fairy, minute, tender, economical, prize, imperial, frill, confection, glaze, derby, chip, marvel, easy-do, nibble, quality, medley, rave, chosen, top-notch, flower, blossom, shiny, autumn, colorful, sure-fire, novelty, glorified, palate, centerpiece, distinctive, subtle, versatile, polka dot, wholesome, homey, celebration, gourmet, bright, treasure, nugget, opera, artist, gumdrop, soft, vanity, horoscope, fancy, lavish, gypsy, merry-go-round, gluten, different, ruffly, guest, switch, novel, tid-bit, chewy, teatime, morsel, empire, cham, award, merit, kingly, famed.

LOCAL PRIZE-SURPRISE!

by June M. Benson

CONTESTS are always unpredictable. Months and months go by without a prize — and then, suddenly, things seem to come in bunches.

About two months after my husband and I returned from a week's vacation in Florida, which I won in the annual Pine-Sol and Perma Starch contest, where I was chosen Homemaker of the Year (see *Contest Magazine,* August), I received a letter from a wholesale hardware company in Yonkers, New York, informing me that I had won first prize in a local contest run by them through local hardware stores.

And what was the first prize? *A week's vacation in Nassau,* by plane, to be taken between September 1st and October 30th! Trips are wonderful, but with two small children it isn't easy to get away. At the time, I almost wished I had won the second prize, which was a power lawn mower, but then we decided it would be fun to go. After all, you don't get a chance to visit Nassau every day.

Since the contest rules definitely stated "no cash substitutes," we decided to go Thanksgiving week, when we could make arrangements for the children to stay with my mother.

I received a letter requesting me to appear at the local store where I had gotten my entry blank to have publicity pictures taken of the president of the company presenting me with the trip, for use in the hardware trade journals. While we were there we told him when we planned to go on the trip.

After writing to the hotel in Nassau for reservation for that week, and after making reservations with the travel bureau for the plane tickets, I received a letter from the hotel saying that they would be closed for alterations until December 1st, but that they would honor our stay then or early next summer. The company also agreed to this change in time.

Since these times were inconvenient for us, and since the contest rules had stated a definite time when the trip had to be taken, I wrote and asked if they would possibly consider giving me the cash instead of the trip, since by this time we were beginning to feel let down about the whole thing.

They graciously agreed to this arrangement, and sent a release which I signed, and I promptly received a check by return mail. The first "cash" I had ever won! So you see, locals can be full of surprises.

This contest was printed on the back of an advertising circular which was distributed by hardware stores in New York, New Jersey, and Pennsylvania. Three thousand entries were received, and the only one that I sent in, which won first prize, was this:

I like to buy from this circular because:

> "Clear, conveniently grouped pictures simplify selections of economically priced home and garden needs, bring to light the latest, most efficient products, backed by friendly reliability."

Clear, concise and "fact-packed."

NO RIDDLE TO IT

by Josephine Walborn

WHAT is a quick, dependable way to win a small practical prize, while waiting to receive an "affie" from a national contest? Mail a humorous riddle or short joke to a radio station or newspaper, when such a contest is held.

That answer, due to generous sponsors and a nearby Midwest radio station featuring such a contest on its morning program for over three years, has rewarded me with many excellent small prizes, contributing toward keeping up my contest morale. I've won a handsome set of steak knives, numerous rolls of aluminum foil, boxes of choice candy, household cleaning products, a case of soda beverages, jeweled compact, and a quality chamois cloth given by a leather company. Offering such prizes in exchange for an announcement of their products and services on the program, gives a small business on a limited budget, a means to advertise and build good will.

"What is an old fashion grandma? A grandma who rocks but doesn't roll." This riddle was my most recent win. I smiled when I read it in a feature column in my local paper, and knew it would bring a similar chuckle to the morning listeners of the program. I made every effort to mail riddles I felt would appeal to all people early in the morning, though they be in the city or on the farm, and keep the humor in the best of taste for the radio code of ethics.

The value of contest entries analyzed from the viewpoint of announcer, editor, judge or sponsor, will give you the necessary perspective to develop entries that will meet the requirements of a particular market. Always try to send material appropriate for a special occasion or season of the year.

These riddles suited to summer listening won prizes. "How do you keep cool at a ball game? Sit next to a fan." "What is the summer season? It's when children slam the doors they left open all winter."

Good quips and short jokes from magazines and newspapers make excellent riddles when rewritten in a question and answer theme.

The following riddles, all winners on previous programs, may help you to win in a future contest, when similar ones are required. To save time and handling, most programs request entries be on postals, but often two or more small worded ones can be written or typed on one card. After receiving my prize, I always mailed a "Thank You" note to the station, showing appreciation to the sponsor and program for making such quick contests possible.

"What is a taxpayer? One who does not take a civil service exam to work for the government." (Good in April.) "What is something you'll never see? A backseat driver out of gas"; . . . "What is middle age? It's when you feel on Saturday night the way you used to feel on Monday morning." . . . "What did papa bird say to mama bird? As soon as we get a nest egg laid by, new bills accumulate." . . . "What is a vacation? A brief relief without the chief." . . . "What is a sun lamp? A device to make you the toast of the town." . . . "What did the red stop light say to the green light? I wonder where the yellow went." . . . "What is a government bureau? A place where the taxpayer's shirt is kept." . . . "When is the honeymoon over? When hubby stops helping with the dishes and does them all by himself." . . . And here's hoping that a riddle may be a quick solution to *your* contest problem.

Adapting Names to Needs

by Alma Smock

THE LITTLE black book which I keep handy at all times is no ordinary little black book. It contains no telephone numbers, but it does help me find the "right number" when a naming contest comes along!

Whenever I come across an interesting name, or descriptive phrase, I jot it down. I am now starting on my second book, and what a help this note-keeping has been! Naming contests used to mean hard work and no wins, for I did not seem to have much ability at "thinking up" names. But I have discovered that I can adapt names to my needs with fair success. For instance, when Allied Mills sponsored a contest to name the male member of their quintuplet calves, I first made a list of several words associated with the calves and their sponsors. Then I referred to my book for a name to adapt. I chose "knickerbocker" as a good male-sounding name, and from my calf-list I took half of the name "Calf-Nip," an Allied Mills' product which was being fed to the calves. By combining the two, I came up with "K*nipp*erbocker" and won a last prize of a $12.95 cutlery set.

My little book and I helped a friend win a wood-working outfit by naming two mischief-making boys "Litterbub" and "Hubadub." "Litterbub," of course, came originally from the word "litterbug," a good coinage in itself, and "Hubadub" was a combination of "rub-a-dub" and "hubbub."

I find that every good picturesque word or phrase can come in handy at some time, so I save all I see, even though they may seem far-fetched at the time. Even the not-so-picturesque word "resolute" was combined with "Luke" to name the Nestle pony "Resoluke" and win a little neighbor boy a gun and holster set.

I have even included the names of musical instruments in my book! Trumpet became "Trimpet" in the Spiegel puppy naming contest, and won a steam and dry iron. The names of philosophers are helpful, too, for when Aristotle became "Hare-ristotle" in a contest to name an Easter bunny, I won an assortment of gardening equipment!

I'm having so much fun with my name-collecting that I wish I had started it years ago. If I had, maybe I wouldn't have missed out on so many of those wonderful prizes!

Waxing Lyrical

"THOUGHT you might like to see this one," writes Rose Burnham of Willsboro, N. Y., forwarding a page from *Mechanix Illustrated* that tells how to make a trash scoop for use in the home workshop. The feature starts out with, "It takes a heap o' sweeping in a shop that's in a home."

Paraphrase is a writing device which is not overworked in contest entry writing, possibly because it lends itself better to longer entries than to the short statements which are more popular. It does pop up in the latter type of contest, however, and is found in Chicago Donnelley entries in particular.

Additional examples which may suggest further adaptations by creative writers: *"It Takes a Heap of Looting"* (Lead phrase in a "Miscellany" paragraph in 7-23-56 *Time.* A youth with stolen goods found in his home explained to the police, "I was just trying to prove to my father-in-law that I could support his daughter as well as he could.") . . . *"On little gnat's feet, Carl Sandburg crept into a meeting of the General Federation of Women's Clubs and let loose a fog of generalizations about television and television commercials."* (Lead sentence in an "As We See It" editorial in 7-13-57 *TV Guide*) . . . *"A Soft Answer Turneth Away Tax Cuts"* (Heading on feature about Secretary of the Treasury Robert Anderson in 6-9-58 *Time.*)

Of even more interest to contest writers are paraphrases or parodies or puns based on song titles or song lyrics. When you "wax lyrical," try to be reasonably sure that your new version permits the original to shine through, and is recognizable to any reader who is familiar with the source title or lyric. The success of this type of writing is somewhat dependent upon the reader's knowledge of the source version. He gets a glow of satisfaction when he "sees through" the new version. See if your own appreciation of these examples is not heightened by your ability to identify for yourself the tune title or lyric which served as the "idea starter."

(1) *"Around the World in 'ATEY-DAZE'"* (Food-of-the-Month-Club brochure) . . . (2) *"Bewitched"* . . . *"Unbothered"* (One-word captions on three unrelated news photos of people on the "People" page in 11-25-57 *Time*) . . . (3) *"'What you want to know about hair colors,'* is the all-embracing title of an article in October *McCall's,* which is going to help mama to bemuse, bewitch and bewilder the other members of her family." "Rough Proofs" column in 11-24-58 *Advertising Age.*)

(4) *"Ruse in the Night"* (Lead phrase in a "Miscellany" paragraph in 12-1-58 *Time.* When a ringing phone aroused a sleeper, he heard someone at the foot of his bed say,

"Go answer the phone." Upon returning, the answerer awoke to the fact, that his pants, wallet and the intruder had vanished.) . . . (5) *"Bury Us Not in the Lone Quarry"* (Title of Horace Sutton's article about Graniteville, Vermont, in 9-7-58 *Washington Post*—thanks to Margaret C. Poston) . . . (6) *"A girl's best friend—her diamond-cut Enhance, now a panty girdle"* (Gunther Jaeckel ad in 5-27-57 *New York Times.*)

(7) "23 Paces to Baker Street (20th Century-Fox), a picture that literally steals Sherlock blind, will probably leave most moviegoers longing nevertheless for Holmes sweet Holmes." (6-4-56 *Time*) . . . *"HOME SWEET HOMER"* (Caption on a table of statistics showing the distances from home plate to each outfield in each major league baseball park, in 5-6-58 *Philadelphia Inquirer*) . . . (8) "United Fund here titled a publicity shot 'ALL HER BEGS IN ONE ASK-IT,' with a picture of our U. F. woman leader." (Postal card message from Mary Hill, Lithia, Florida) . . . (9) *"The Bad Old Summertime"* "Television & Radio" item title in 6-16-58 *Time.*)

(10) "Where, all too often in years gone by, the jejune was bustin' out all over, this season had a great deal of flavor, and a fair amount of body, as well." (From "Bumper Crop" item about "The Theater" in 6-4-56 *Time*) . . . (11) *"The Lady is a champ"* (Caption beneath news photo of Rex Harrison and Kay Kendall in 5-12-58 *Time*) . . . (12) *"Lookey, Lookey: Donkookey"* (Caption beneath news photo featuring the sale of cookies in the shape of donkeys to raise dough for Democrats, in 10-20-58 *Washington Daily News* —thanks to Margaret C. Poston.)

(13) "Only at Bonwit's . . . a many splendored thing for any holiday hostess" (Ad for rayon brocade jacket in 12-5-57 *New York Times*) . . . (14) *"The Most Angry Fella"* (Title of an item about "The Theater" in 4-22-57 *Time*) . . . (15) *"The Muscat Ramble"* (Title of a page about a tribal rebellion against the sultan of Muscat and Oman, in 8-26-57 *Life.*)

(16) "Potatoes were cheaper, tomatoes were cheaper—in fact, nearly all food was cheaper . . . " (From lead paragraph in an item about "The Economy" in 11-4-57 *Time*) . . . *"Old Man Savings, he just keeps rolling along"* (Sign in window of Home Federal Savings and Loan Association—reported by Margaret C. Poston, Washington, D. C.) . . . (18) "The Fourth Republic is tired of living and afraid of dying. It might soon have to make a choice." (Ending of news story about France in 5-21-56 *Time.*)

(19) "The raiment in Spain stays mainly on the plain side; the church sees to it that feminine fashions contribute as little as possible to man's proclivity toward sin." (Opening of "Girls in Summer Dresses" story in 8-13-56 *Time*) . . . (20) "In the nation's first 1956 general election the reign in Maine fell plainly on the Democrats." (9-24-56 *Time*) . . . "Rites of Spring" (Title of article about general elections in Western Europe, in 6-16-58 *Time*) . . . (21) "How to make dust bite the dust . . .and 'rivers' stay 'way from your door" (General Motors ad in 5-20-57 *Life,* with sub-heading, "The world's worst storms prove

there's no body like a Fisher Body.")

(22) *"Bad Old Golden-Rule Days"* (Title of book review about Colette's "Claudine at School" in 2-18-57 *Time*) . . . (23) *"Shock Around the Clock"* (Title of report about combination "horror" and "rock-'n'-roll" films, in 9-9-57 *Time*) . . . (24) *"Silver Threads Among the Grey"* (Title of report about the recession under "The Economy" heading in 3-10-58 *Time*.)

(25) *"By Dawn's Early Light"* (Title of paragraph in report on Quemoy, in 11-24-58 *Time*. Farmers "pack two days' work into the five morning hours," before the Reds start to shell the island.) . . . (26) *"Rocket's Red Glare"* (Title of story about missiles and rockets, in 11-4-57 *Time*) . . . (27) *"A tisket, a tasket, a better jumble basket"* (Headline on Einson-Freeman Co. ad for jumble floor displays, in 6-2-58 *Advertising Age*.)

(28) *"A tisket, a tasket, a beautiful wicker basket"* (Description of bushel basket assortment of citrus fruit, from Cobb's Christmas Gift Fruit catalog) . . . (29) *"Knitmakers—True to You in Their Fashion"* (From Knitmakers ad for cotton knit coordinates for beach, boulevard or backyard, in *The New York Times Magazine*) . . . *"Who took the button out of Mr. Murphy's hearing aid?"* (Headline on Sonotone ad in 4-21-58 *Life*.)

(30) *"The Loud Blue Yonder"* (Title of a "Show Business" report of a drive-in movie located next to a jet air base, in 4-30-56 *Time*) . . . (31) *"The Wild Blue Younger Generation"* (Caption for a photo of two boys, ages 13 and 11, who had borrowed an airplane, buzzed their homes, and then made a perfect landing, in 9-24-56 *Life*) . . . (32) *"Wild Blue Wonder"* (Title of a news item about a "sky car" developed by the Piasecki Aircraft Corp., which will rise above the ground in congested traffic, in 4-24-58 *Philadelphia Inquirer*.)

When the night shall be filled with contests and the cares that infest the day are alleviated by the sponsors' products, perhaps by the dawn's early light comin' round the mountin' pile of entries from somewhere over the brainbow, you'll find that *waxing lyrical* will put you in tune with a prize.

Corn Off the Cobbs

In discussing advertising copy, Richard K. Manoff, who heads his own advertising agency, recently stated that "Corn is not to be despised, but the need is for fresh corn. Corn is commonly accepted by most people, so it reaches them quickly." Some of these "kernels" from the Food-of-the-Month-Club brochure which accompanied the Gift Fruit catalog I received from Henry Cobbs, Little River, Florida *reached me quickly,* so whether you'd call them corny or not, lend them an "ear." They embody some "husky" Winning Secrets.

"A membership in our World-famous 'LEAGUE OF RATIONS'" . . . *"An exciting taste travel tapestry, truly the 'World's FARE'"* . . . *"What foods these morsels be!"*

From the catalog itself, we harvest these: *"Ponce de Leon discovered the real 'Fountain of Youth' in the fruits of Florida"* . . . *"Half Bushel Basket, pretty as a picture. (Beauty's not skin deep)"* . . . *"Sip*

Some Sunshine" . . . *"Literally 'good taste' in gift giving"* . . . *"thin-skin juiceful Grapefruit"* . . . *"big Dancy zipper-skin Tangerines"* . . . *"sugar-loaf Pineapple"* . . . *"Truly a Yuletide 'Hurricane of Happiness'"* . . . *"Cobbs Lavish Gifts Worth Their Weight in GOLDen Sunshine"* . . . *"Oh, to live in a FOODS Paradise"* . . . *"LAZY MAZY"* (name for a revolving server) . . . *"JAM SESSION"* (describing an assortment of fruit Preserves and Spreads) . . . *"Popular from 'Toast to Toast'"* (describing Marmalades) . . . *"'April Shower' of healthful juices"* . . . *"Cobbs monthly Fruit Club—the PRESENT with a FUTURE"* . . . *"Cobbs HOLIDATES for festive occasions—these giant Dates will send your taste buds into a tantrum."*

Mailerama

Paul Jones, Director of Public Information, National Safety Council, was asked why the $25 winning Safety Saying in their "Be Considerate of Others" contest, in which the cartoon showed a male motorist beating a lady driver to a parking spot, was eleven words in length when the rules call for sayings of ten words or less. Mr. Jones wrote to me as follows: "That's what comes of having a secretary who has a single track mind! My gal, bless her heart, who makes a booboo about once every decade, evidently subconsciously substituted a singular door for the plural in the contest line to which you refer. The result was that it changed the word 'doors' to the words 'the door.' Actually, the line as submitted read: 'Are you the gentleman who opened doors for me yesterday?'" (Let this reassure those who questioned the too long entry in the winning list that NSC *did* enforce the rules. The extra word was the Council's, not the contestant's.)

Anton F. Bruns, Los Angeles, writes, "Now that postage has gone up again, is it all right to ship multiple entries, each in a separate envelope unstamped, all in another big envelope which is stamped? So many sponsors are calling for separate envelopes." (My personal interpretation of "Mail each entry separately" is that one entry per mailing is desired. "Mail each entry in a separate envelope" indicates to me that separately-enveloped multiple entries sent in a larger outer envelope should be acceptable. Regardless of how the rules are worded, when entering a *drawing*, one entry per mailing is recommended. Contest judges and other contestants may have different thoughts and recommendations on this subject.)

Larry Kelley, Los Angeles, writes, "Is there a statute of limitations on restricted entries? When folks say, 'I won it ten years ago, but my entry is restricted,' it sounds a bit odd to me." (Apparently the specific affidavit indicates an indefinite restriction, or else the question would be answered by reviewing the affidavit. Uncle Sam has recently declassified military secrets which were classified during the war, so perhaps sponsors and judges should place a time limit on the restricted entry and allow it to be released after a reasonable period of time which would allow the sponsor to use it in his advertising first if that type of protection was intended by the affidavit.)

Harold A. Schink, Racine, Wisconsin, passes along an interesting story about Miss Dorothy Winona Davids, the West Allis English teacher who won the $15,000 top prize in the Phillips 66 last line contest. According to the 10-17-58 *Milwaukee Sentinel,* when Miss Davids was returning from a visit to her parents at Bowler, about three years ago, she ran out of gas. "She was also out of cash, but carried a credit card, as she tells it, of an 'enemy' gasoline company. Fletcher (James E. Fletcher, operator of a Phillips 66 station) recognized her as an occasional customer and gave her a push to the station, accepting the 'enemy' credit card. Since then, Miss Davids has scheduled his station as a regular stop on her stops north. As a regular customer, she was prompted to enter the contest, the first time she has ever entered any contest." Fletcher had given her four entry blanks. His name was stamped on as dealer. When one of her last lines topped the field of a million and a half entries, he received the dealer's prize of $7,500. Fletcher's "push" paid off in more ways than one!

W. F. Roeschel, Westville, N. J., forwards a clipping from the *Woodbury Daily Times* of 11-6-58 quoting Gloucester County Prosecutor Guy Lee, Jr. as saying that the Dial Soap contest "is to be considered a lottery in violation of the criminal laws of the state of New Jersey." The ruling seems to have something to do with the fact that the contest forms were wrapped between two cakes of soap, for the item ends with, "It is requested that every merchant handling Dial soap examine his inventory and destroy all contest blanks before selling the soap to his customers." In checking the winning list from the earlier 1958 Dial Soap 2-line jingle contest, which could be entered on plain paper, we see that a $10 third prize in the very first week's contest went to a woman living in Woodbury, N. J., which happens to be the county seat of Gloucester County!

Thumb Tack Topics

General Mills and Sunkist Growers will co-sponsor a "Betty Crocker's Name-the-Mystery-Pie Contest" in April and May. * * * In Philadelphia, radio station WPEN offered ten surprise awards for listing the five recordings you'd most like to be marooned with on a tropical desert island. The contest would have proved more interesting if it had specified recording artists instead of records. * * * One of the weekly winners of a $10,000 first prize in the Frigidaire $150,000 Pay-Off Sweepstakes was a 47-year-old mother of 11 children, Mrs. Fred S. McNabb, who lives on a 2-acre farm in Suck Creek, Tennessee. According to the feature story by Marion Peck in the 11-6-58 *Chattanooga Times,* the winner had to endorse the check with a duly-witnessed "X" before depositing it in the bank, because she can neither read nor write. Her daughter had submitted the entry for her. "Last week a lady come from New York to see me," Mrs. McNabb revealed. "She said her job was just to identify me and then she called New York $4.60 worth and told them she'd found me." The following Monday she learned the size of her prize. In telling about her entry, she admitted that she was tempted to get the letter back out of the mailbox after she put it in. "I got to thinking it was probably just something to sell magazines and people would laugh at me when them papers and things started coming in. I was cleaning up the bedroom and got that done before I went out to the mailbox to get the letter out and the mail carrier had already picked it up." Mrs. McNabb expects to pay off the mortgage and fix up the house with some of the money, and contribute some to the church building fund. Her husband is a woolen mill employee. * * *

After writing to "Tic Tac Dough" in 1957 asking to be a contestant, a Mt. Airy, Pa., housewife was invited to New York for a preliminary interview and written exam. In February of 1958 she went for a second interview, and was promised by the producer that unless she had word to the contrary within three weeks, she would be on 24-hour notice to appear on the show within six months. Although the waiting period passed without any cancellation of the offer, the woman never appeared as a contestant. In October 1958 she sued the National Broadcasting Co. for $10,000. That's the amount she figured she would have won if she had participated. * * * Procter & Gamble is test-selling a liquid cleaner named *Mr. Clean* in the San Francisco and Memphis areas. * * * A waiter who won an $84 consolation prize on the quiz show "Twenty-One" in Great Britain has claimed that the show was rigged. The Granada TV Network and the Independent Television Authority are investigating. The waiter stated that in an interview before one of the shows he was asked, "Who is Clarence Day?" When he couldn't answer, he was told, "Surely you've heard of 'Life with Father.' " This information turned up on the television show in one of his questions, "Who wrote 'Life with Father'?" The British version of "Twenty-One" was launched in July. An unemployed actor who won $15,624 (a big prize there) after a number of weeks, stated that he was told only the broad categories beforehand, and was not given any answers. * * * The free-transit-ride coupon plan cosponsored by B. T. Babbitt Inc. and Hudson Pulp & Paper Corp. in Philadelphia proved such a success that the latter firm sold a 3-month quota of its paper towels, napkins and tissues within the first month. Product coupons were exchangeable for Philadelphia Transportation Co. tokens. Similar deals are planned for Detroit, Cincinnati and Boston. Contestants aren't the only ones saving boxtops and wrappers nowadays!

According to Alfred Lief's new book, *It Floats,* the story of Procter & Gamble, Harley Procter was inspired to name the soap *Ivory* when reading Psalms 4:58 one Sunday in 1879. * * * "Oh, for a Dog's Life" in 10-13-58 *Time* states that *canned dog food* outsold every canned vegetable and used more tin cans than any other product outside of oil and beer last year. No wonder dog food contests are on the increase! * * * The volunteer fire department of Orange, Conn., offered a new car in a raffle. Robert Luce bought six books of tickets. The winning ticket was the one on which he wrote the name "Colonel Jet Luce" as a gag. "Jet" is his dog, a boxer. * * * During its run on NBC-TV, the lately lamented quiz show "Twenty-One" awarded more than $1,000,000 in prize money. The largest lump, $220-500, went to Elfrida Von Nardroff. * * * "Make a Million," the Broadway comedy starring Sam Levene, is all about a quiz show. * * * "Put 'N Take Quiz" is the name of a fictional quiz show that makes up part of the plot of Robert L. Foreman's new novel, "The Hot Half Hour," published by Criterion Books.

February *McCall's* will contain a 12-page ad revealing 31 winning recipes from Pillsbury Flour's latest Bake-Off. * * * Rating chart for the judging of the VFW Auxiliary's 24th annual national high school essay contest breaks down to: Literary construction 50%, Originality 25%, and Patriotic interest 25%. The subject is, "The Space Age—Challenge to America." Word limit, 1,000 words. Open to students in grades 9 through 12, it closes at the local level with a March 15, 1959 postmark. Contest folders are available from Essay Dept., VFW Auxiliary, Nat'l. HQ, 406 West 34th St., Kansas City 11, Mo. Prizes range from $1,000 to $5. * * * The Campbell Soup Co. is testing something new —fruit-flavored soup! * * * Radio Station KXYZ, Houston, distributed stickers carrying its call letters for motorists to post on their cars' rear windows. Numbers on the stickers which correspond to the lucky numbers in a daily drawing were good for prizes, providing drivers had no traffic violations during the previous 30 days. * * * Did you ever wonder what became of the individual *Quiz Kids?* One of them, **Vanessa** Brown, recently staged a one-woman show of 40 of her oil paintings at the Edgardo Acosta Gallery in Beverly Hills. * * * The value of the positive approach is appreciated by the American Institute of Men's & Boys' Wear, which ditched its old slogan ("Dress Right, you can't afford not to") in favor of a new one—"Dress Right—when you *look* your best you *do* your best." * * * One of our overseas correspondents sent an entry blank for an Eno "Fruit Salt" Competition in Singapore, requiring Malayans to decide on the order of importance of four possible answers to each of five questions about the contest product. Rules specified that the qualifier had to be *pinned to* the entry blank. * * * If you live in Cincinnati, Chicago, or Saginaw, Mich., perhaps you were surprised to find that Lifebuoy Soap is now available in new colors.

Suitable Similes

We assimilated three similes while paging through Cobbs' catalog, mentioned earlier: "Holiday happiness as joyous and gay as a frolicsome brook that is running away" . . . "Large, full bushel Basket, stunning and dazzling as sunbeams in your eyes" . . . "Thrilling as the warmth of the Florida sands." Here's a compilation of 18 additional similes from other sources:

1. AFFABLE — *Affable as a wet puppy.* (Contributed by Mary C. Dorsey of Portsmouth, Virginia.)

2. CROWDED — *The house was as crowded as a hotel lobby at check-out time and so was the terrace.* (From "I Married the Veep" in 11-

13-58 *Washington Post*—thanks to Margaret C. Poston.)

3. DANGEROUS — *To old Middle East hands, the idea of Westerners joining in an Arab-controlled enterprise is as dangerous as a camel's kiss.* (4-7-58 *Time.*)

4. DECIPHERABLE — *The average American's handwriting is about as decipherable as skywriting during Hurricane Mabel.* (From Bob LaVine's editorial in December 1958 *Premium Practice.*)

5. EMERGE — *Give a pansy an inch and it takes a backyard. On a place like ours, part sun, part shade, they used to emerge by the hundreds like celebrities at a Rodgers and Hammerstein first night.* (Phyllis McGinley in 5-12-58 *Life.*)

6. FAST — *Camera which works as fast as your mind.* (Carl Zeiss ad in 9-29-58 *Time.*)

7. FAST — *In any case, moviegoers should prepare to take flight faster than a startled rookery of roseate spoonbills.* (Movie review of "Wind Across the Everglades" in 9-22-58 *Time.*)

8. FRESH — *Fresh as a diplomat's carnation!* (Ad for radio station WWDC—thanks to Margaret C. Poston, Washington, D. C.)

9. FRESH — *"Damn Yankees," the breezy baseball musical derived from, of all things, the Faust legend, arrived fresh as paint at the Randolph yesterday.* (10-2-58 *Philadelphia Inquirer.*)

10. LIMBER — *Kathryn Murray, the spry grandmother-host who remains as limber as an ingenue.* (Bob Williams in 9-30-58 *Philadelphia Bulletin.*)

11. NERVOUS — *Edie Fisher, looking as nervous as a turkey in mid-November, skittered in for his first NBC-TV show last night.* (William Ewald in 10-1-58 *Philadelphia Daily News.*)

12. RUGGED — *Barry Sullivan and Jack Kelly have at least two things in common: both are fitted to play roles as rugged as a cactus.* (8-24-58 *Philadelphia Inquirer Magazine.*)

13. SCARCE — *With good seats at good shows always as scarce as bagels in Mecca.* (5-26-58 *Time.*)

14. SMOOTH — *Part of it lay smooth as watered silk, part, beyond a knife-edge dividing line, was quick water where the tide ran fast and small whitecaps recalled the kickup twenty-four hours before.* (Marguerite Marshall's "Her Soul to Keep"—thanks to Darlene Giovannoni, Walnut Grove, Calf.)

15. TOUGH — *For beards tough as cactus, skin tender as a toy balloon.* (Schick Electric Razor commercial on CBS-TV's "Phil Silvers Show.")

16. TOUGH — *Tough as teakwood and cruel as a gibbet.* (Description of Sergeant Croft (Aldo Ray) in "The Naked and the Dead," reviewed in 8-11-58 *Time.*)

17. TRANSPARENT — *Cievlava's portrayal makes this life transparent, like the dress of an old chanteuse on the stage of a bourgeois nightclub.* (Review of Latvian writer Dagnija Cielava's work, in 1-20-58 *Time.*)

18. UNSOPHISTICATED — *"Unsophisticated as a Rhine maiden; innocent as a sleepwalker," is how British photographer Cecil Beaton once described Marilyn.* (From "Remmemmber Mme?" (re M. Monroe) in December 1958 *Pageant*—thanks to Blanche Wagner.)

Contest Magazine's

TITLE CONTEST WINNERS

In a contest which closed October 31, 1958, Contest Magazine asked readers to title a picture of Pauline Bruer and Buell Snyder taken by Bill McGee at the NCA convention in Oklahoma City. The contest was judged by Helen King, who has announced the following winners. The picture showed Pauline in the entrance of an Indian teepee, about to use her gavel on Buell's head.

First Prize—$25.00

Lorraine L. Anslow, 149 So. Manhattan Pl., Los Angeles, Calif.—"Prize Scalper Pursues Prized Scalp!"

Second Prize—$10.00

Harry Krug, 1832 E. 47th Ter., Kansas City 30, Mo.—"Happy Warriors of Countless Contest Wars."

Third Prize—$5.00

Mrs. Doris R. Marble, 2685 N. W. Thurman, Portland 10, Ore.—"INJUNuity vs. WINgenuity."

Four Fourth Prizes—$2.00 Each

Donald W. B. Stewart, 3018 Washington St., Amarillo, Texas — "Box Topuli."

Olive Kopka, Remington, Ind.—"Bruer Beckons — Snyder Seconds."

Mrs. Theo Drdla, 4417 William St., Omaha, Neb. — "Reasonable Facsimile of Ol' Sitting Buell & Pollyhontas."

Lola Zautner, 1404 Sun Court, Rockford, Ill. — "Belleboard Teepeerama."

Mimi Stanfield, 2302 Oklahoma Ave., Muskogee, Okla.—"Enjoying Oklahoma's 'Indian summer' before the 'Freese' came."

Ten 5th Prizes—6 month Subscriptions to Contest Magazine

Peder Vinye, 2648 N. Normandy Ave., Chicago 35, Ill.—"From Teepee to Toupee."

Mrs. John Gibbons, 2215 Baseline, Boulder, Colo.—"About to 'Chip off the Old Block'."

Eleanor Gasper, 8218 Jumilla Ave., Canoga Park, Calif. — "A Snydermarkabout Sqawter's Writes."

Mrs. C. M. Bilden, 1805 Ramona Dr., Enid, Okla. — "Chief Bare Head purrSiouxing Polly Wig-Wammer."

Henry B. Reilly, 305 South Sixth St., Livingston, Mont.—"Omaha Mama Scores Hit in Oklahomaside Show."

Leo Schumaker, Box 931, Kissimee, Fla. — "Touche: Another Toupee for the Teepee."

W. L. Sims, 1000 North Bumby St., Orlando, Fla.—"A Winsome Twosome for a Wholesome Chewsome."

Eileen M. Blodgett, 745 E. California St., Apt. 5, Pasadena, Calif.—"Squaw Squelching Manyhaha" (ugh)

Arthur R. Oleson, 3516 Jackson St., Omaha 5, Neb. (Apt. 3)—"Ex-Prexy vexed. Defends Sex. Threats Hex. Rhetorical Rex."

Pearl Houghman, 1145 Sherman St., Denver 3, Colo.—"Look, Mom—no savages!"

25 6th Prizes—$1 Credit Coupons

Mary E. Lloyd, 1201 North Temple Ave., Indianapolis 1, Ind. — "No Scalp 'um Snyder—His Wig Wam Away!"

Margaret Poston, 1301 Rhode Island Ave., N. W. Washington 5, D.C.—"Polly Levels While Buell Splits."

Mrs. Earl McClintock, 24 16th St., Antioch, Calif. — "Dine Assure

Meets Great Write Spirit."

Thornton Bauer, 229 Saunders Ave., Louisvile 6, Ky.—"Diet and Do It, Duet."

Bobby M. Jones, Box 274, Springfield, Tenn.—"DispUTE?"

Mrs. Robert W. Hartzler, 605 South 7th St., Goshen, Ind.—"Do your best, then knock on WOOD."

Mrs. Harold Hof, 619 E. Bremer, Waverly, Iowa—"Banter 'n blarney ala Bruer 'n Buell."

Mrs. Walter Hoenes, 2827 Wheelock, Ogden, Utah—"All Set to 'Tap' A 'Brain'."

Mildred E. Casadora, Nine Mile Falls, Wash. — "Vacation from Cerebration."

Mrs. Midori O. Hirano, 2323 St. Louis Dr., Honolulu 16, Hawaii—"Poking Fun at NCA's Wow of a Pow-Wow."

Mrs. Olene Latimer, 1119 Dunlap Ave., Guntersville, Ala. — "Palefaces on Warpath of Greenbacks."

Mrs. Diane M. Haley, 904 Goodin St., Kenton, Ohio— "P. B. in T. P."

Mrs. Herbert A. Scherer, 6502 Old Trail Rd., Fort Wayne, Ind.—"Meet Chief Chat Over-Chow from Know-How Pow-Wow!"

Mrs. John N. Wilson, 1690 Grace Ave., San Jose 25, Calif.—"NCA Medicine Mixers Give the Windian How-Sign."

Mrs. Helen Keeler, 115 N. Dennis Ave., Decatur, Ill.—"Sitting Buell and Squawline NCA-ing 'Wigwampum' Pow-wow."

Mrs. Teresa A. Keough, 7530 Osceola, Westminster, Colo., — "Windian Wooing Wampum — Whatchathinkee?"

Mrs. Marie Lisec, 1109 Edwards, Omaha 7, Neb.—"*Win*ie Wampum and Sitting Buell."

Mrs. Lewlis R. Lewis, 17710—67th Court, Tinley Park, Ill.—"A teepee backing—a toupee lacking."

Larry Longhway, 617 S. W. 31st St., Oklahoma City 9, Okla. — "No Perils for this Armed Pauline."

Mrs. Gehard Becker, 10 Milvale Way, Mill Valley, Calif. — "WINdian lORE."

Mrs. Cleone Montgomery, 1340 Rone St., Berkeley 2, Calif.—"What Contesting Needs: *P*atient, *B*rains, *B*ullheadedness, *S*weat."

Mary Salrin, Medaryville, Ind.—"Polly Cracks a Wanter."

Sidney James, 3410 Bradley Lane, Chevy Chase 15, Md.—"WINsome Talking Bird Polly Powwowing with Big Talk Sitting Buell."

Mrs. Hal Kennedy, Grand Saline, Texas — "TopLevel HOWsing PROject."

Marguerite Hercules, 1319 West Fourth St., Tyler, Texas—"Bruer's (Brewer) InTENTions have 'shampain' (champagne) dimensions."

Heavy duplication was found in play on words and names, especially "Sitting Buell," "Wig-wam," "Winsider," and reference to Buell's scalp.

Quality of entries — high, most conforming to the originality one expects of consistent contesters.

Judging—based on originality and aptness. There were many entries highly original—but not very apt!

—Helen King

Little Stories OF CONTESTERS

by Thora Eigenmann

Reminiscing in a national newspaper recently, Renee H. Weiss of Cochituate, Mass., said that way back in February of 1944, after her husband had left for overseas she whiled away lonely hours by entering newspaper contests. A Boston paper had formed a club for the "Girls the GIs Left Behind" and asked for an appropriate name for the club, offering a $100 bond for the first prize and $50 for the second.

Having once belonged to a "Mrs. Private Club" near an airbase where her husband had been stationed, she changed it to "Mrs. GI Club" and won the second prize of a $50 bond.

CONTESTS

NOTICE TO CONTESTANTS. Because many sponsors object to mailing out details of their contests, we urge you to go to your dealer rather than write to the sponsors for information unless the announcement specifically invites correspondence. A sponsor wants you to be acquainted with his product, and intends that the contest be entered by customers of the stores where the product is for sale. If the rules of a magazine contest require that a copy be seen to enter, obtain the copy from your news-dealer or the magazine's circulation department. Do not write for free copies. Be fair.

AMALGAMATED UNION LABEL

Open to the United States and possessions and Canada.

Prizes: $250, $150 and $100 in bank accounts at the Amalgamated Bank of New York in each of three monthly contests which began in November.

For completing this in 20 words or less, "I look for the Amalgamated Union Label on men's and boys' apparel because it stands for . . . " Use official entry card bearing the store name and signature of the salesman. Print your name and address.

Judging based on originality, sincerity, aptness.

Final contest closes January 30, 1959.

Address: Union Label Contest Editor, Amalgamated Clothing Workers of America, 15 Union Square, New York 3, N. Y.

BOVRIL BEEF CONCENTRATE

Open to residents of the U. S. Check for sure to see whether the contest is advertised in your locality or not.

Prize: an MG sports car.

For the best line to this jingle:

For a mealtime broth or a midday break
Drink beefier Bovril for energy's sake
It's delicious to serve and quick to prepare
. . . .

Rhyme with "prepare." Use entry coupon printed in contest ads or a plain piece of paper, about 3"x6". Give your name and address and that of the store where you purchased Bovril.

Inclose a neckband or outerwrap from a jar of Bovril with each entry. If you send a neckband or outerwrap from the 4 oz. jar, and win the MG, you will receive one year's supply of Cities Service gasoline as a bonus. Check whether you are sending the 2 oz. or 4 oz. size.

Judging based on originality and aptness of thought.

Closes Feburary 28, 1959, midnight postmark.

Address: Bovril Sports Car Contest, P. O. Box 739, Church Street Station, New York 8, N. Y.

BROTHER SEWING MACHINE

Open to persons over 18 years of age.

Prizes: Brother Sewing Machine locally and national awards of a Telectro 1970 hi-fi tape recorder, an Ami portable washing machine, Sovereign watches, Wonderbrass Server by Sherrill furniture and a 9-pc. set of Towncraft Chef's Ware.

For adding a last line to this jingle:

Brother "Flairmatic" makes sewing such fun—
It makes a "professional" of anyone!
It really is so easy to use—
. . . .

Rhyme with "use." Use an entry blank from any participating dealer, or from page 35 of December Mademoiselle magazine. Include your name and address. Only one entry per household will be accepted.

Judging based on originality, aptness and neatness.

Closes with a deposit or postmark of March 15, 1959.

Address: Brother International Corp., 122 West 27th St., New York 1, N. Y. Also write to this address for dealer names.

CHARLTON COMIC BOOKS

Open to all up to 13 years of age.

Prizes: 8000 awards, including bicycles, games, tops, RCA Victor albums, etc.

For coloring 5 different official Charlton Hero pictures found in the present Charlton Comic Books, and telling in 25 words or less who is your favorite Charlton hero and why. Include your name, address and age.

Closes January 31, 1959, postmark.

Address: Charlton Comic Heros, Charlton Bldg., Derby, Conn.

CHRISTMAS CLUB A CORP.

Open to members of Christmas Club A Corp.

Prizes: $2,000, $1,500, two of $500 each, 10 of $100, 12 of $75, 25 of $40, 40 of $25 and 80 of $20 each.

For writing in not more than 100 words on "What I Would Like to See on the Christmas Club Emblem." Original ideas are wanted. All Christmas Club members of a family may enter the contest, but only one member can win a prize. At the top of the sheet containing your entry, give your name and address, name and location of the financial institution where you have your Christmas Club account, and the number of the account.

Judging based on originality, concreteness, inspirational value and adaptability to Christmas Club.

Closes January 15, 1959, postmark.

Address: "Christmas Club Emblem Contest," P. O. Box 1380, Grand Central Station, New York 17, N. Y.

CREST-PACE

Open to residents of continental U. S., including Alaska and Hawaii.

Prizes: $20,000, first, and five 1959 Ford Country Squires, as second awards.

For writing a caption for the humorous cartoon pictured on the entry blanks, in 10 words or less. Use entry blank or plain paper. Print your name and address plainly. Include dealer's name. The entry must be wholly the work of the person in whose name it is submitted, except for incidental help from family and friends. Only one prize will be awarded to any person.

Inclose the blue "Fluoristan" triangle from a carton of Crest, or both top and bottom flaps from any Pace or Princess Pace carton, with each entry.

Judging based on originality and aptness.

Closes February 1, 1959, midnight postmark.

Address: Cartoon Contest, P. O. Box 2, Cincinnati 99, Ohio.

DOLE PINEAPPLE

Open to residents of the U. S., its territories and possessions, and Canada.

Prizes: first award of five cars; Continental sedan, an Edsel Corsair convertible, a Mercury Country Cruiser, a Ford Skyliner and a Thunderbird. Or winner may choose $15,000 cash, or any 2 of the cars and $7,500 cash. A special bonus prize of $2,500 cash will be awarded the first prize winner if entry is accompanied by a label from Dole Pineapple Chunks or facsimile. Three second awards, each a two- week's trip to Hawaii, for winner and his immediate family residing in the same household with all expenses paid. Trips must be taken anytime before Dec. 31, 1959. Or winner may choose $2,500 cash. 300 awards each $50 cash.

For finishing a 2-line jingle starting with: "Pineapple Chunks from Dole . . . " Last words in both lines must rhyme. Use entry blank or plain paper. Include your name and address. All entries must be the original work of contestants submitted in their own names. Only one prize will be awarded to a family.

Inclose a label from a can of Dole Pineapple Chunks or any other Dole product, or facsimile, with each entry.

Judging based on suitability, originality and aptness of thought by the Reuben H. Donnelley Corp.

Closes April 15, 1959, postmarked before midnight.

Address: Dole Pineapple Jingle Contest, Box 100, Los Angeles 51, Calif.

EDGEWORTH

Open to residents of continental U. S., its territories and possessions.

Prizes: 1959 Ford Thunderbirds, RCA color TV sets, men's wardrobes, Hamilton electric watches and 1,000 Falcon pipes.

For completing this statement in 25 words or less, "It's pipe smoking time all over America because . . ." Use entry blank or plain paper. Print your name and address plainly.

Inclose an empty pocket size pouch, or the printed insert from a medium or large size tin of any of these pipe tobaccos: Edgeworth Ready-rubbed, Executive Mixture, Edgeworth Sliced, Holiday Pipe Mixture, Edgeworth Jr. or the Hi-Plane, with each entry.

Judging based on originality, sincerity and appropriateness by the Reuben H. Donnelley Corp.

Closes March 31, 1959, postmark.

Address: Edgeworth Contest, P. O. Box XX-X, Mt. Vernon 10, N. Y.

ELECTRONIC EQUIPMENT

Prizes: complete radio and TV tube checking equipment.

For finishing this statement in 50 words or less, "I believe working at home, checking TV and radio tubes is an excellent way to supplement my income because . . ."

Inclose an old small TV or radio tube with your entry.

Closes February 15, 1959, postmark.

Address: Electronic Equipment, Dept. 1, 920 Troost, Olathe, Kans.

EMMONS

Open to all.

Prizes: 15 grand awards, including an air trip for 2 to Miami, complete Spalding golfing outfit, Botany "500" compatibles, 3 Hamilton electric watches, 3 Tony Martin tuxedos, 6 awards of Hays Country Wide gloves; 50 other merchandise prizes each week for 10 weeks.

For answering "Are you satisfied with the way men dress these days?" and telling why in 25 words or less. Use entry blank available when you sponsor or attend an Emmons Jewelry Fashion Show and score 5 or more correct answers in the 10-question men's fashion show quiz available from the director. See booklet for details from the local Emmons Fashion Show Director.

Judging based on originality and aptness of thought.

Final weekly contest closes January 23, 1959, postmark.

Address: Men's Fashion Contest, Emmons Jewelers, Inc., Newark, New York.

A. J. FUNK CO.

Open to areas where the contest product is available.

Prizes: three $800 Emba Autumn Haze mink stoles, 10 $100 ladies' winter or spring wardrobes and 135 17-jewel Elgin wrist watches, women's or men's (or take your choice of 14 alternate prizes, as listed in contest announcement).

For adding a last line to this limerick:

If you want a glass cleaner delight
That will keep all your windows real bright
Try SPARKLE and see
How pleased you will be
....

Rhyme with "bright." Use official entry blank which is part of the "hang tag" from a bottle of Sparkle. A reasonable facsimile is acceptable. Sign your name and address on the entry.

Judging based on originality and neatness.

Closes February 27, 1959, postmark.

Address: P. O. Box 740, Chicago 77, Ill.

GENERAL FOODS CORP.

Open to all.

Prizes: Grand prize awards and merit awards of merchandise in each of a series of 12 contests.

For naming a cake, each month a different kind, but all made from Swan's Down Cake Mix. For each contest, fill in the coupon included in the contest booklet. Give your name and address. Entries must be your own original work.

Inclose the correct label with each contest. Failure to do so will disqualify the entry.

Judging based on originality, sincerity and aptness of thought by the Bruce Richards Corp.

Closes January 31, 1959 postmark.

Address: "You Name It," P. O. Box 50, New York 46, N. Y.

GENERAL MILLS LARRO FEEDS DIVISION

Open to those owning or living on a farm or ranch.

Prizes: $17,000, including a $1,000 first award in each of seven categories plus a two-day, all-expenses-paid trip to Minneapolis for two, to attend that city's summer festival July 23-24 and to visit the General Mills' Betty Crocker kitchens. Other awards are $500, $250 and $100 and 100 Betty Crocker Picture Cookbooks, in each category.

For recipes prepared from farm products in seven categories: chicken, turkey, dairy products, pork, eggs, beef and lamb. Entry blanks are available at most feed dealers, or at the contest address.

Closes March 15, 1959.

Address: Larro Feeds, Dept. 1080, 623 Marquette Ave., Minneapolis, Minn.

HEINZ KETCHUP

Open to anyone in continental U. S., Alaska, Hawaii and Puerto Rico.

Prizes: $10,000, $5,000, 4 awards of a Rambler "American" Station Wagon each, 1,150 Sunbeam Mixmasters and 550 Sunbeam automatic percolators.

For completing this sentence in 25 additional words or less, "I like Heinz Ketchup best because . . ." Entries must be submitted in your own name. Include your printed name and address. Use official entry blank.

Judging based on originality, aptness and sincerity, by the Reuben H. Donnelley Corp. lars, how much you believe the project has added to the home. Use official entry blank available from Home Improvement Council, 2 East 54th St., New York 22, N. Y.

Judging based on imaginativeness, soundness and aesthetic effect of the projects reported on rather than writing excellence or quality of photographs or elaborateness of the project.

Closes June 30, 1959, postmark.

Address: Home Improvement Council, P. O. Box 810, Chicago 77, Ill.

THE KELLOGG COMPANY

Open to anyone between the ages of 3 and 15 years, inclusive, living in continental U. S., Alaska, Hawaii and Puerto Rico.

Prizes: 10 Bell & Howell movie outfits of cameras, case, projector, light bar, flood lamps and 4 movies; 140 Bell & Howell 3-D camera outfits, including Stereo deluxe viewer, in each of three separate contests.

For coloring the pictures found on the back of the special contest packages of Kellogg's Sugar Pops for contest No. 1, Kellogg's Sugar Frosted Flakes for contest No. 2 and Kellogg's Sugar Smacks for No. 3. Print your name and address with your age on the back of the entry. You can enter each contest, but only one prize will be awarded any one contestant.

Judging based on originality, completeness, neatness, aptness of coloring and thought, by the Fulfillment Corp. of America.

Closes May 1, 1959, postmark.

Address: Coloring Contest, Box 23, Marion, Ohio.

KEN-L-PUP

Open to residents of the United States, its territories and possessions.

Prizes: first, retire for life in Hawaii in a new home equipped with Westinghouse home appliances and air conditioning, plus 10 acres for an income-producing pineapple plantation (or, if preferred, $25,000 cash); 10 2-week trips to Hawaii, 100 RCA

Inclose the neckband from one Heinz Ketchup bottle with each entry.

Closes March 31, 1959, postmark.

Address: Heinz Ketchup Contest, P. O. Box 57, Mt. Vernon 10, N. Y.

HOME IMPROVEMENT COUNCIL

Open to anyone of legal age in the U. S., its territories and possessions.

Prizes: $12,500, $3,750, $1,000, 12 awards of $500, 36 of $50. Prizes are doubled if winning entry blanks contain the signature of a local H.I.C. member.

For describing your home improvement project in 50 words or less and including from one to four "before" and "after" photographs or sketches. Projects must be completed between January 1, 1958 and June 30, 1959. The smallest improvement may win if it has really improved the home. "Do-It-Yourself" projects and those involving professional contractors will be treated equally. Tell, in dol-

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A. D. FREESE & SONS, INC.
Upland, Indiana

TV sets, 1,500 Kodak Duaflex cameras and 10,000 miniature palm trees.

For naming the Ken-L-Pup. Use an entry blank or plain paper. Type or print plainly the name and your name and address.

Inclose one Ken-L-Ration label or one box top or bag bottom from Ken-L-Meal, Ken-L-Biskit, or Ken-L-Treats, etc., with each entry.

Judging based on originality, suitability and aptness of thought.

Closes April 30, 1959, postmarked before midnight.

Address: Ken-L-Pup Contest, Box L, Chicago 77, Ill.

KRAFT FOODS

Open to residents of the U. S., its territories and possessions and Canada.

Prizes: grand award of an acting part in a "Bat Masterson" TV show for 2 weeks at $10,000 a week, with Screen Actor's Guild union dues paid, plus a 2-week vacation in Hollywood for your entire family while you are performing, including round trip air transportation, hotel, meals and $500 spending money or ($20,000 cash); Motorola portable TV sets, 100 Motorola transistor radios and 1,000 Bat Masterson derby hats.

For writing a 2-line jingle starting with "Kraft Caramels and Fudgies are . . ." Include your name and address. Use entry blanks from any bag of Kraft Fudgies or any 1 lb. bag of Kraft Caramels.

Judging based on originality, uniqueness and aptness of thought.

Closes March 1, 1959, postmarked before midnight.

Address: Kraft Candies, Box 7569, Chicago 77, Ill.

MISS TEE GIRDLES

Prizes: air trip for 2 to Hawaii.

For completing this in 30 words or less, "When planning my well-balanced wardrobes, I include Miss TEE Girdles because . . ." Use entry blank available at dealers. Nothing to buy.

Judging based on originality, sincerity and aptness of thought.

Closes April 29, 1959, postmark.

Address: Contest Editors, Miss TEE Girdles, GC Box 1226, New York 17, N. Y.

NATIONAL HOG FARMER

Prizes: International Harvester 460 Farmall tractor, 4 Caswell Farro-Crates, Pride of the Farm feeder and waterer, and 4 cash awards each month ($50 $25, $10 and $5).

For forecasting the top hog prices on the Chicago market for Dec., Jan. or Feb.. Entry blank and details are in the Nov. issue.

Inclose $1.00 for a year's subscription to National Hog Farmer with each entry.

Closes with the previous month's postmark.

Address: National Hog Farmer, Box 156, Grundy Center, Iowa.

PEACE OF MIND FOUNDATION

Open to all.

Prizes: $500, $250, $100, $50, 3 of $25 each and 5 of $10 each.

For letters in the new "For-this-I-am-grateful" contest, telling what you feel grateful for. Mr. Mathews states that literary ability, neatness or correct spelling, grammar or punctuation, or lack of any of these qualities will not be taken into consideration by the judges. There is no word limit. Only one prize will be awarded any one person.

Judging will be based on the apparent capacity of the entrant for seeing the good in his life and in the world.

Closes April 30, 1959, postmark.

Address: For-This-I-Am-Grateful Contest, Peace of Mind Foundation, 407 Heliotrope Dr., Los Angeles 4, Calif.

PEL-FREEZ

Prizes: 1 week all-expense-paid Bermuda vacation for two, and 10 Toastmaster electric skillets.

For finishing this sentence, "We enjoy Pel-freez Frozen Rabbit because . . ." No word limit is given.

If you want to sell your photographs for cash, here's a new book you need —

The 1959

Free-Lance Photographer's Handbook

A handsome 256-page book, profusely illustrated and loaded with simple, straight-forward information that will help you turn your photographs into cash.

THIS BOOK TELLS YOU HOW!

It tells you how to make the kinds of pictures that are acceptable to publishers, syndicates, manufacturers, agencies and other picture buyers.

It tells you how to properly prepare your prints for submission to buyers, and where your pictures have the best chance of selling.

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SAVE $2.00 (Offer No. 1)

Your subscription to *Contest Magazine* costs less if you subscribe for TWO years at the special rate of only $7.00. This is a saving of $2.00 over the regular rate of $4.50 a year.

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Regular yearly rate, $4.50
Six months for $2.50

▬▬▬▬▬ USE THIS COUPON ▬▬▬▬▬

Contest Magazine
Upland, Indiana

Inclosed is $............ I am taking advantage of your subscription offer No. .....

Name ....

Address ....

City .... State ....

(If you send five or more subscriptions at the Club Rate, use other paper for names and addresses. **Write or print plainly.**)

Write the entry on the back of a Pel-freez package top with your name and address and that of the store where you purchased Pel-freez Frozen Rabbit.

Closes April 15, 1959.

Address: Pel-freez, Box 68, Rogers, Ark.

PORTER CHEMICAL CO.

Open to boys and girls under 16 years of age.

Prizes: $1,000 scholarship bond, $100 bond, $50 bond and six prizes of a chemistry or microscope set.

For letters or essays of not more than 500 words on "Why I want to be a Scientist." Entries must be typed or written in ink. Entry blanks and information are available from the mailing address. Include your name, address and age.

Judging done by scientists and educators.

Closes March 31, 1959, postmark.

Address: Porter Chemical Co., Dept. 150, Hagerstown, Maryland.

PYRO PLASTICS CORP.

Prizes: 6-week cruise for 2 to the Orient, $100 worth of Pyro Hobby Kits, $50 worth of Pyro Hobby Kits and 147 other awards of Hobby Kits.

For completing this sentence in 25 words or less, "I would like to take a cruise to the Orient on the American President Liner, President Cleveland (or President Wilson) because . . ." Use entry blank. Include your name and address and that of your dealer.

Inclose the illustration of the double smokestacks cut from the box cover of a Pyro American President Liner kit, with each entry.

Judging based on originality, sincerity and aptness of thought by an independent organization.

Closes January 31, 1959, postmarked before midnight.

Address: American President Liner Contest, P. O. Box 9, New York 46, N. Y.

ROYAL DUTCH

Open to residents of U. S. and Hawaii.

Prize: Free week's vacation for 2 in Florida.

For completing this sentence in 25 words or less, "I ike Bensdorp Royal Dutch Chocolate Candy Bars because . . ." Use entry blank or plain paper 8½x11 inches.

Inclose a wrapper from Bensdorp Royal Dutch chocolate bar or facsimile with each entry.

Judging based on originality, aptness of thought, sincerity, neatness and accuracy.

Closes January 31.

Address: W. L. M. Bensdorp Co., P. O. Box 1345, Boston 4, Mass.

STYLARK JACKET

Prize: Fiat 600 Car.

For a slogan about Stylark Warm-up Jackets. Send the slogan with a jacket order. One entry with each purchase.

Judging based on originality, suitability and aptness of thought.

Closes January 31, 1959.

Address: Stylark Company, 314 St. Charles St., Dept. P-1, St. Louis 2, Mo.

SYLVANIA FLASHBULBS

Open to anyone 18 years of age or older residing in the U.S. or Hawaii.

Prizes: a Hollywood all-expenses-paid family vacation, plus $10,000 cash, plus a '59 Ford, as first award; 2 Hollywood family vacations and 2 '59 Fords; 20 Sylvania TV sets, 100 Argus cameras and 200 Sylvania radio sets.

For pictures of you or anyone in your family taken in a '59 Ford at your local Ford dealer's showroom. Pictures must be black and white no smaller than 2¼"x2¼" and no larger than 5"x7", and must be taken with flashbulbs. Framed pictures or colored slides are not acceptable. Pictures should illustrate the theme, "Picture yourself in a 1959 Ford." Use official entry blank and attach it to the back of the picture. Ford Dealer must sign entry blank.

Judging based on story telling value of the picture, originality of photograph in expressing or illustrating the theme, by the Bruce Richards Corp.

Inclose the trademark from the outer wrapper of a sleeve of Sylvania Blue Dot Flashbulbs with each entry.

All entries must be photographed no later than March 15, 1959, postmarked on or before March 31.

Address: Sylvania Photoflash Contest, P. O. Box 1686, New York 46.

WONDER BUBBLES

Prizes: 6 pairs of roller skates monthly.

For writing one sentence on the back of a label from a jar of Wonder Soap Bubbles beginning, "I like Wonder Bubbles because..." Add your name and address and that of the store where you bought Wonder Bubbles.

Address: Contest Editor, Chemical Sundries Co., Chicago 5, Ill.

Closes December 31, 1959.

YOUTH TEMPERANCE COUNCIL

Prizes: a copy of Upton Sinclair's book, "the Cup of Fury," for the best entry each month in a six-month contest, and $50 cash for the best entry for the entire period.

For 15-word completions to this sentence, "I like to listen to Sam Morris' radio broadcast because . . ."

Entries are to be submitted on postal cards, not enclosed in envelopes. More than one entry may be written on a postal card. It is not necessary to copy the beginning of the sentence; merely complete it.

Judging will be based on originality and aptness of thought.

Contest will run from January 1, 1959, through June 30, 1959.

Address entries to the judge, Mrs. Edward Stellwagen, 704 Third St., N. W., Apartment 51, Washington 1, D. C.

The National Safety Council will offer $100, $50, $25 and 30 awards of $5 each in their new Save-A-Life-Line 1959 contests. The first contest begins Feb. 1 and closes Feb. 28.

Look and Listen,

NEW YORK

by Elisabeth Rehm

FIRST OF ALL, a prizeful 1959 to one and all. I have not realized my aim of a booby prize per year from a national in 1958, so I will have to look for two in 1959.

"Ask the Camera" is often listed, but it is pushed off by football. It is on so seldom that it is hard to determine whether it will stay or go.

WNEW is rather fond of various types of drawings, so drop by there occasionally at different times of the day. "Ethel Thorsen" is now on Channel 9 on Saturdays at 6. She used to have various contests dealing with fashion, but none so far this season.

The News has been running special contests for a few weeks at a time and right now has a tongue twister.

NETWORK SHOWS

8:30 a.m., Sunday, WCBS, "The Garden Gate." Write a short garden verse, or a letter nominating a neighbor or friend to the order of the green thumb. Both nominee and writer of the letter, as well as the writer of the garden verse get sets of small merchandise prizes, usually a pair of gardening gloves, a book on gardening and a plant or seeds. Address: The Garden Gate, Nashville, 3, Tenn.

9:15 a.m., Sunday, WCBS, "Man Around the House." Although you address your entry to your own station, this is a show heard on various stations. Submit a household hint preferably of the type that has to do with home repair. You can win a book on home repairs and other merchandise prizes which change from time to time. Address: Man Around the House, WCBS, 485 Madison Ave., New York 22, N. Y.

10:30 a.m., Monday thru Friday, "Treasure Hunt." Has a drawing at the end of the show. You can win money or a merchandise prize. Your card is good for a month. Put name, address and the number of the chest you think contains the treasure, from 1 to 30. Address: Treasure Hunt, Box 445, New York 46, N. Y.

11 a.m., Monday thru Friday, Channel 4, "The Price Is Right." Watch so as to be able to bid on the merchandise shown.

5:35, Sunday, WOR, "Reporters Round Up." Listen for the topic for the following show. You receive silverware if your question is asked on the next show. They stress that you must give full name on your entry.

7:35, Monday thru Friday, WCBS, "Answer Please." Ask any timely question on card or in a letter. They seem to stick to the more serious side. The prize is a dictionary. Address: Answer Please, CBS Radio, 485 Madison Ave., New York 22.

7:35, Sunday, WCBS, "Sez Who." They are no longer asking for entries, so this may mean that they expect to go off soon. However, they are still giving $14 for an entry used and a watch instead of the cash if you stump the panel.

7:30 p.m., Monday, Channel 2, "Name That Tune." Submit 7 song titles for their Golden Medley; all should be quickly recognizable, because there is a time limit and you do as well as the studio contestant. If he gets all right within the time allowed, then you appear on the show the following weeks as his partner and you can win together as high as $25,000. Address: Name That Tune, Box 188, New York 11.

3 p.m., Saturdays, WCBS, "Metropolitan Opera." The quiz is during the second intermission, which falls about 3:15 or so. Submit any question on operas, even opinion questions. If you do not have the correct answers to the f actual questions submit the questions anyway. At least, they urged us to do that last Saturday. They are giving a transistor radio in addition to a recording and a book on opera. Address: The Texaco Co., Dept. X, 135 East 42 St., New York 17, N. Y.

LOCAL LOOKING & LISTENING

6 a.m., Monday thru Saturday, WABC. They have various types of mysteries, as mystery cities, etc., which last throughout the day. However, till 9 a.m. Ross Mullholland uses household hints at present which are addressed to "HouseHold Engineers." They still speak of the "Bumper to Bumper" feature, but I have heard no winners lately. The jockeys throughout the day have various type of small contests which come and go. Especially among these is Del Sharbutt from 4 to 6:30, who has the evening "Bumper to Bumper" and a little pet club, etc. The mystery contests have rather big prizes, but the others are small, such as dolls, movie tickets, etc.

7:10 a.m., Monday thru Friday, WCBS, "Jack Sterling." Reads one joke and gives two half dollars for it.

8 a.m., Monday thru Friday, Channel 5, "Sandy Becker." He shows articles that can be made easily and used around the house, even drawings that can be hung up for decoration. Merchandise prizes. Be sure to watch as the feature may be dropped at the turn of the year.

1:15 p.m., Tuesday, WOR, "Living Should be Fun." Submit true or false type entries which deal with diet, health, etc., but listen first, to get an idea of Carlton Fredricks' teachings. He calls his feature "Superstition or Fact." You compete against the studio contestant for merchandise prizes and sometimes a dinner. Address: Carlton Fredricks, WOR, New York 18, N. Y.

8:30 p.m., Tuesday, Channel 13, "Leave it to the Girls." Ask any question on love, marriage, dates, etc. If used, you get a camera and if it is the favorite of the man on the show, then you get a bigger prize, right now some luggage. Address: Leave It to the Girls, Box 1592, Grand Central Station, New York 17.

WINS, 1010, at any time of the day, gives $25 for the best news tip of the week and $10 for the best sound-off of the week. They still seem to be giving dollars for station breaks.

NEWSPAPER OFFERS

Mirror—$1 for a short gag. Send to Sol Randazzo. $10 for an inquiring photographer type question to "You Said It." Address: (use proper heading), The Mirror, 235 East 45 St., New York 17, N. Y.

News—$5 for "Embarrassing Moments"; $5 for a "Favorite Recipe"; $5 for "Bright Sayings"; $5 for household hints to "Help for Your House"; $10 for questions to "The Inquiring Photographer." Address: (use proper heading), The News, 220 East 42 St., New York 17, N. Y.

Contests and Markets in Iowa

Especially for You, WOC-TV, Davenport, Iowa. Send household helps. Various prizes given if hint is used. No qualifier. 12:10 noon.

Video 9, Station KCRG-TV, Cedar Rapids, Iowa, 9:30 p.m., Friday. Is off now.

Try This, Farm and Home, Des Moines Sunday Register, Des Moines, Iowa. Send any type household hint. If used, $2; if sketch is sent along, and it's used, $3 is paid, instead of $2.

Break the Sound Barrier, KGRN, Grinnell, Iowa, from 1-1:40 p.m. Mon.-Fri. Sounds are given, and one is asked to identify. Call station. Cash builds for each miss. No qualifier.

Town Talker, Station KBOE, Oskaloosa, Iowa, 11:30. Send card or letter, something about yourself, work, hobby, etc. Several prizes are sent out monthly for best and most interesting.

Tips and Tunes, 11:15 a.m., KCRG, Cedar Rapids, Iowa. Send recipes or household hints. No qualifier. Just for local area.

Popeye Cartoons, WHO-TV, Des Moines, Iowa, 5 p.m. Often has small contests for children. Listen.

Mrs. Clarence B. Foster

"I have a loser, Doctor"

The Entry Clinic

by Charles A. Kraatz
Director, All-American School

TIME, the implacable master of us all, has just turned another page. Let's ignore, for a change, the matter of formal resolutions, and just look upon this year with a "new number" as an opportunity and a challenge — to work harder, to think deeper, and perhaps, as a result, to win more prizes.

And there's no time like the present to get started—here's best wishes from your Doc for whatever you would like to accomplish during 1959! Now, let's open the Clinic doors.

DOLE PINEAPPLE TWO-LINE JINGLE CONTEST

(Revived, since this will be a "repeat" in 1959, in a slightly different form.)

Dole Pineapple Chunks make "AYES" LIGHT UP and GLOW!
EVEN in OTHER CLIMES where PINEAPPLES GROW!

Diagnosis: Carefully handled, the word-play on "eyes" could be very effective—but it should be employed as the climax of the entry, instead of being used so soon; what's needed is a product tribute that will be completely convincing as a "reason" for the "ayes."

Dole Pineapple Chunks—their bite-size is handy
For enjoyin' Hawaiian DOlights just like candy.

Diagnosis: After a good beginning, displaying fine knowledge of the product, this couplet bogs down in a somewhat meaningless "pun" — and then ends with a phrase which certainly narrows the use of the product, and isn't very convincing because it causes any visual-minded judge to "picture" prospective customers picking up these wet, sticky morsels "just like candy."

Dole Pineapple Chunks give health, pride and delight . . . .
Serve them both plain and fancified; calorie light.

Diagnosis: Your Doc would object, mildly, to the middle one of the 3 "results" in line one, but his main quarrel is with the much-too-long second line, which doesn't say enough to justify all those extra syllables.

Dole Pineapple Chunks will make menus complete
Serving them a young bride with his Mom can compete.

Diagnosis: Claims far too much for the product, and is therefore not convincing—also makes this claim without giving any "reason" as backing. Moreover, line 2 is so constructed as to cause confusion in the mind of the reader. Always consider clarity first, even in the simplest forms of contest writing.

Dole Pineapple chunks help "refruit" health campaigns,
"Banquetize" simple meals, tranquilize hunger pains.

Diagnosis: This is a much better effort. The term "refruit," being placed in quotation marks, is evidently supposed to be a word-play of some sort. If it's meant as a "pun" on **recruit,** it's not evident enough, for only assiduous searching on your analyst's part produced even this tentative theory. However, it stands alone quite well, just as an unusual, and apt, verb. “Banquetize” is an unusual and well-chosen verb to begin line two, while the internal rhyme is effective, too. It is the end of line 2 that is weak, for any food, good or even mediocre, can tranquilize hunger pains.

Dole Pineapple Chunks taste like sunshine and spring,
So this Queen of Hearts serves them, in tarts, to her King.

Diagnosis: Not enough “relationship” between the two parts of this entry. Mentioning both “spring” and “sunshine” results in a somewhat repetitious effect in line one, but on the whole it isn’t bad. Then, along comes the Queen, with what seems a bit of boasting about her “special” title, and no connection with what has gone before, at all. The writer of this jingle then gets carried away with the nursery rhyme — and the journey is just too far from the original contest subject.

Dole Pineapple Chunks—menu slavery repeals,
Adds sweet Hawaiian sunshine to winter-wan meals.

Diagnosis: This one comes under the “so near and yet so far” classification. The judges probably never got any farther than the nearly-meaningless end of the first line—BUT, the second line, with little change, had fine possibilities. Using it, we’ll show you (just as a quick try) what can be accomplished with an initial revision:

Dole Pineapple Chunk’s zestful sweetness appeals,
Adding tropical sunshine to winter-wan meals!

Suggestion: Before mailing any entry you’re not completely satisfied with, check it carefully for such rich possibilities as this.

Dole Pineapple Chunks are my lucky dice,
They make foods taste fine, look divine—
I win "twice".

Diagnosis: Good ideas here—and, for the most part, they’re well expressed, too. The flaw is in the first section of line two, which seems to suggest that the product be used only to enhance the taste, or flavor, of other foods. While this is **one** of the enjoyable functions of Dole Pineapple Chunks, the product stands very well on its own, too—and overlooking this fact may have caused the downfall of this entry.

HOW TO PARTICIPATE

Any reader of Contest Magazine is invited to submit for analysis some of his or her "also-ran" entries. To help the greatest number, we ask that you please limit yourself to no more than three entries. Thay may all be from one contest or from three different contests.

Please type (or print, if you do them by hand) on a 3x5-inch card or paper.

Mail to Contest Magazine, marking the outside of the envelope: **"Entry Clinic."**

Analyses will be made only in this feature in Contest Magazine.

Important: Naturally, it is not always possible to use all the material submitted by readers for this feature; the "patients" are selected with the aim of giving you all the most help through critical analysis —so that you may learn from the work of others, even when your own submissions do not appear.

KOOL AID "NAME THE PITCHER" CONTEST

Our first contributor sent in: **"Coolypso," "Cinchtomix"** and **"Sip Hooray."**

The first of these names was a winner in this contest—but it was a series, so many names that won for some contestants early in the series, failed to do so for others as the weeks wore on.

"Cinchtomix" conveys an undeniable truth — but the coinage doesn’t “come apart” easily — and many, seeing it for the first time, would be prone to mispronounce it. It also neglects, or leaves out, the product’s two biggest merits: **taste** and **refreshment. "Sip Hooray"** is a very neat bit of word-play, but we’re obliged to admit that it doesn’t sound too apt as the name for a "personified" pitcher. Of course, we're just as obliged to mention that some of the winners didn't, either.

"Lotta Sunnisips"—Assuming the pitcher could be feminine (and it could) this one strikes your Analyst as an entry of winning caliber. It doesn't even need the explanation which was provided after it in parenthesis—like this: "(lot of sunny sips)." In fact, that explanation almost seems to detract from the entry's effect.

"Pounce Daleon" — Obviously meant as a "play" on the noted explorer, famed for the Fountain of Youth, this name possesses no aptness that is evident to us . . . unless its writer meant to suggest Kool-Aid in that "Fountain of Youth" role. If so, we're not convinced — and we seriously doubt if the judges were, either.

"Wee Willie Drinkall" — Here's an apt name that isn't outstandingly good, or bad in that same degree; it's just rather ordinary, displays no special originality — and was probably outvied by better entries.

"Little Chief Drain-In-The-Face." —This one tries too hard, in addition to being too long. It isn't very rich in aptness, and it pays no high tributes to the product involved.

"Koolossal Sipanion" — Here's a name built up of two unlike parts. Since "Koolossal" was derived from a meaningful word—a more direct pun seems in order for part two, but "Sipanion" is too far away from "companion." Why not, then, use "Sipmate" — and spell the whole like this: "KOOLossal SIPmate"?

"Golden Siptempter" (Golden September) — Why the month of September was put to work in this fashion is more than we can guess; besides, with various flavors available in Kool-Aid, the "Golden" was not a particularly apt choice. There's evidence here of excellent name-coining ability, when the contester learns to keep aptness always in mind, while working.

"Q. B. Jitneyjugg" — This contestant, like many others, assumed that the unusual economy of this product would be an important factor in the creation of winning names for this contest, but the judges didn't seem to agree, for few, if any of the winners featured this merit of the product.

"Grinnie Haha" — Although very descriptive, evidently this name did not convey enough of the pitcher's —or the product's—characteristics. In this connection, we note that one of the winners was **"Smirkasbord."** You may wonder why this name was considered superior to the one above. Your Analyst believes the reason is that it described both the smile on the pitcher's face—and still suggested something to be "consumed," whereas the entry above, while a clever parody on "Minnehaha," is admittedly somewhat redundant.

"Mel o'smooth" — While offhand this rather ingenious name-coinage seems as apt as it is clever, a closer examination of it reveals the fact that it is widely applicable to so many items—in or out of the food-and-drink line—that its aptness rating for this contest subject is really not so high, after all. Wouldn't it be a natural, though, for something creamy and bland?

"Zeskimo" (zest & Eskimo) — While Doc firmly believes that this entry would have been better simply as "Zestkimo," without explanation, it is still doubly apt, very original and certainly as high in win-rating as many that carried off prizes in this contest.

"Brite Ayes" — although the degree of aptness here is limited, it seems a very effective entry until we consider how easily it might have been duplicated.

"Happilong Glassidy" — Nothing wrong with the "parts" of which this coinage is composed; the "happy" and the "glass" fit the subject well—but the flaw (slight, but still present) is that the "whole" on which the name-parody is based (Hopalong Cassidy) has no direct application where the contest-subject is concerned.

SKYLARK BREAD (OR SLENDER-WAY) STATEMENT CONTEST

I like Skylark Bread because. . . . like a Pirate Tale, flavorful, ever-fresh, vitalizing Skylark makes my daily shopping ADVENTURE through exciting variety selections, each INTRIGUE-ingly different, TREASURE-ably priced.

Analysis: There is no reason why a good "analogy," on any subject, cannot result in an effective contest entry—but this one not only selects an unlikely comparison as its basis, but then proceeds to reach far afield in order to make the subject fit the framework. It is always wise to choose the comparison for the natural way in which it suits the subject.

Slender-Way because. . . .

It's low in calories to slenderize,
High in protein and vitamins to energize,
With rich, zesty flavor that satisfies . . .
¢sible **Safeway** for slimming, nutritionwise.

Analysis: This entry evidences a good deal of natural ability for contest-writing. However, the rhymed form was an unfortunate choice, if so much had to be said (or included) that the smooth rhythm of the form had to be marred by too many syllables—both in line 2 and in line 4. The first word of line four is also ill-advised for recent Skylark judging.

I like Skylark Bread because pound for pound, Skylark "out weighs" other breads in freshness, flavor, body-building and energy values, yet its tender, most satisfying texture is the lightest.

Analysis: In Doc's opinion, this statement built on an interesting "contrast" brings out apt and convincing merits or superiorities of the product and does so in a clearly expressed, smoothly constructed entry that deserved to rate high. It must have had some very fine competition not to have been a winner itself.

I like Skylark Bread because . . . Skylark's moisty freshness, inviting second helpings flavor, and texture-perfect sandwitch-spread firmness hold up uncomparably throughout the life of the loaf.

Analysis: Small flaws and one misspelling combine to mar this otherwise idea-rich and very specific statement. "Moist freshness" would be better than "moisty"; second-helpings when used as an adjective, needs special treatment (perhaps hyphenated, as here—plus single quotes)—the adverb "uncomparably" is an awkward form—and "dependably" would be more effective. That nice-sounding ending, unfortunately, is not as richly meaningful as it seems to be, on first reading.

With Dial's Jingle Contest just over—and another one very likely coming up in the new year, let's turn our attention to . . .

THE DIAL SOAP JINGLE CONTEST

Dial is wonderful, any age, any time;
Pretty 'tis, pretty 't does, anywhere, any clime.

Diagnosis: This jingle's greatest asset is its rhythm and lilt — but "music" is not enough of an appeal to the judges' ears, at Chicago Donnelley. Some practical, specific sales points are helpful—and the rhythmical generalizations of this entry didn't suffice. That rather coy beginning to line 2 wasn't much of a help, either.

Dial is wonderful, Den Mothers say;
Cub Scouts, choosing colors, think neck-scrubbing's play.

Diagnosis: There's interesting subject-matter here, but in the final analysis this jingle could be written about any soap that comes in an assortment of colors—so it's just not specific enough for Dial — and there's also not enough originality of expression for Chicago Donnelley.

Dial is wonderful, teen-agers say;
Its mild medication keep pimples away.

Diagnosis: The entry seems to limit the use of the product, but the sales-points, and benefit, are good ones. The idea, however, was not potent enough for the "straight" handling given to it in this jingle. More originality was in order, in the way it was said.

Dial is wonderful, for it does triple duty:
Routs germs, prevents odor, gives deeper skin beauty.

Diagnosis: Even though far better slanted to Mt. Vernon, this entry says so much and says it so clearly, your Analyst would consider it a candidate for at least a minor award.

Dial is wonderful — with color-medley to please,
Meets my demand for beauty and UPS my prestige.

Diagnosis: This is an imperfectly rhymed jingle, but its greatest fault is "missing the boat" on a musical-analogy triggered by the word **medley.**

Dial is wonderful, a winner that "shows",
Paces grime without ceasing, beats B. O. by a nose.

Diagnosis: Splendid possibilities here, too—but many are undeveloped, therefore not realized. The "racing" theme is only partially carried through—and the phrase that initiates it is a contradiction in terms (a winner that "shows"). The verb, "paces" is not accurately used, and the phrase "by a nose," unfortunately, was highly duplicated in the Dial contest.

Dial is wonderful, gentle, B. O.'s apprehender,
Keeps me clean, fresh and dainty—no public offender.

Diagnosis: It is just a pity that more was not done with this well-chosen rhyme pair. The follow-through (in benefits) in line two was not as logical as it might have been, yet could easily and quickly be revised to correct this fault—perhaps like this: "Keep me skin-smooth and dainty—no public offender!"

Dial is wonderful, the most colorful **scent-sus taker,**
Should be honored at the U. N. as a sweeter-world-maker.

Diagosis: First, the puns of the word "scent" in any Dial Contest, are so numerous as to make the judges shudder when they see another; second, the wild flight of fancy in line two, while original, is such a stretch of the imagination as to erase any convincing quality the jingle may have had up to that point.

VISKING "NAME THE BABY CHIMP" CONTEST

F. Rickenchatter — Parodies an actual names of famous people did not seem to appeal to the judges in this contest. Even so, this one is not wholly successful, though the last portion possesses aptness.

Babe Linkin — This is far more successful, of the type, and also more apt; in fact, the aptness is double in its effect. However, the name on which it's based is **not** well-chosen for the purpose, for too much dignity and reverence surrounds it, to make it "right" for this use. Its writer wonders if it was duplication that prevented it from winning. We have no evidence to that effect.

Pokafuntus — This is a fitting parody-name, and the kind we'd have expected to win some kind of award. No negative element is evident to your Doc.

Banatyke — Though this is one of the better ones, far too many name-coinages in this contest were based on the "banana" idea. Duplication or near duplication was, of course, the result.

Bertha D. Yumanrace — Aside from the fact that it is just too complex (yes, even with explanation in parenthesis) the controversial aspects of the Darwin theory would be enough to cause one to quarrel with the idea carried in this name.

Daubb L. Decker — It's interestingly conceived, but the expression

(Continued on page 79)

HELEN KING *says . . .*

THE BELLS have tolled with the passing of Miss 1958, and to most she will soon be forgotten, except to contesters. Miss 1958 will long be remembered as the year of lush prizes and, conversely, the one which included the demise of the giveaway shows.

In round figures more than 600 firms spent $500,000,000 to promote prize contests. Of this some $40,000,000 was set aside for prizes.

$460,000,000 for promotion! This includes television, radio, store displays, billboards, magazines, newspapers and direct mail. If the figures are too astronomical, boil them down. The ratio of promotion money spent is $23 for every $2 prize.

And these figures do not include the now-defunct giveaway programs. Their prizes were often fantastic (but also usually donated), thus a strict evaluation would be difficult to make. However, as an example, the "$64,000 Question" gave away $2,100,000 in cash prizes as well as 29 Cadillac consolation prizes (each valued at $5,000).

Psychologists speak of personality patterns, patterns of behavior. The advertising world has its share. Eleven years ago there were 50 giveaway shows on radio offering $100,000,000 in prizes. The audience eventually gagged at so much similarity that many of the programs faded when the F. C. C. started an investigation. Three-and-one-half years ago the "$64,000 Question" began its meteoric rise and inspired many other super jackpot shows. The adverse publicity resulting from charges about "rigging" of TV quiz shows resulted in public apathy, so most of these programs were scrapped.

And now—"Dr. I. Q." returns to the scene, giving out silver dollars to the lady-in-the-balcony. But, true to inflation, the good Doc will raise his ante and award $5 to $100 for correct answers to his questions. (Wanna bet this will start another trend?)

Press Paragraphs

Sponsor Magazine (Oct. 11, 1958) queried promotion executives on the type audience devices each found most effective. Of those printed, the majority stressed contests. "Contests," says Hal Blake, "specifically contests awarding merchandise prizes, have undoubtedly proved effective for most situations." To Mr. Blake the true goal of a contest is its long-range steady build-up of audience. Mr. Blake advised against the awarding of cash prizes (but this we take with the proverbial grain of salt, knowing he is with the Andlee Associates, a New York firm of promotion specialists who provide prizes).

Jack Roth, KONO, San Antonio, extolled the virtues of contests, pointed out his station had a Mystery Box contest containing everything from a car to a box of pencils. Winners of a telephone-type contest may choose the Box or $8.60 in cash (numbers having the station frequency). 95% choose the contents of the box even though most of the prizes are valued at less than $8.60.

Eugene Thomas, KETV, Omaha, reports a "Quote to Click" (like anagrams) brought 2500 entries the first day; that because of the early postmark more than 200 cars at one time jammed post office headquarters; that postal employees were excluded from participating because of their proximity to cancelling machines—to the disadvantage of all others.

The New York Times recently devoted a full column to the legal ramifications of Bingo, scheduled to start in its city January 1. Those "of good moral character" may obtain licenses to operate the game—but the joker is—how does one prove good moral character? A fingerprint check has been suggested to keep out the proven criminal element (but the city fathers hesitated to ask the clergy to be fingerprinted!)

Associated Press reports that a Nova Scotia girl always wanted a bicycle, won one in a letter-writing contest, then immediately passed it on to another girl of the same age whose father was one of the 75 miners killed in the mine disaster. The sponsor read of the good deed, promptly sent the generous youngster a second bicycle.

From Montreal comes word, via Associated Press, that at least one hobbyist can charge off contest losses in her income report. A woman sent 1350 entries to a giveaway show at a cost of $54. She won seven prizes valued at $22, so had a net loss of $32.

Coming Events

Your columnist recently returned from a cross-country trip during which visits were made to advertisers, civic groups and centennial executives. The outlook for 1959 is most certainly "more contests," many regional in scope. Colorado and Oregon will celebrate centennials in 1959 as will Washington in 1960. Already Oregon has started its contest activities in its quest for an appropriate song for the occasion (for which prizes will be paid. Write Centennial Commission, Portland, Ore. for details.)

We visited some of the contest clubs and passed along a seldom realized hazard. Colloquialisms. Local sayings, phrases and such are acceptable when participating in local contests but lose all value when submitted to national events. The Pennsylvania Dutch quaint saying, "the salt is all," meaning "the salt is all gone," is a good example. Our Denver hotel-maid asked if we'd be "sleeping in." And this started us on our quest for contest colloquialisms. "Sleeping in" in Canada, parts of Pennsylvania, Northern California, Oregon and Washington has the same connotation as "sleeping late," in the rest of the country.

Bear in mind the national judging agencies are in New York, Chicago and Los Angeles—thus entries with these and other colorful local meanings may be completely lost!

Timely Topics

WOWO, Fort Wayne, Ind., has invited high school students to participate in a project designed to promote the study of history, with essays, prizes, tours all involved . . . Daughters of American Revolution are sponsoring a national radio and tv script contest for accredited undergraduates of colleges and universities . . . KFAB, Omaha, awarded a university scholarship to the baby born closest to either 11:10 a.m. or p.m. Nov. 10 (numbers being the station frequency). . . . Listeners to Eddie Gallaher's WTOP, Washington, shows are estimating the total amount of money contributed in the station's annual Christmas season Dollars for Orphans—winners to fly to Paris.

WGAR, Cleveland, set aside an electric wrist watch for the person who guessed the day and time a football player would gain his 1,000th yard. . . . A Texan made a 30-day roundtrip to Juneau to invite the mayor to the Texas State Fair. The radio station promoting the event staged a "guess the mileage" in the event. . . . WQAM, Miami, hurricane-conscious, wondered how many hours, minutes and seconds a hurricane lamp could burn on a continuous basis, so built a contest around it. An all-expense trip to Panama was awarded to a man who came within six minutes of it—76 hours, 21 minutes and 45 seconds being the correct time.

A male-female panel show at WCPO-TV, Cincinnati, is proving that men and women observe the same world through different eyes in the "Jim and Joan Advise" hour which gives prizes for opinions. . . . Times Square, New York, accustomed to lights and cameras, is now cooperating in contest clues. WABC, running a "Mystery Personality" stunt, gives bonus clues on an electric sign. . . . WMBD, Peoria, is awarding cash prizes for the best letters on investing in America through common stocks.

Free taxi rides are being offered by WGR, Buffalo, to anyone hailing the correct cab which cruises the streets of the city for 12 hours daily. . . . A vacation flight over the North Pole to Paris will be given the writer of the best 15-words-or-less statement on "KBIG—as refreshing as . . . " . . . Oil wells valued at $5,000 will be given some KAKE-TV, Wichita, winner for naming the network. . . . WOHO, Toledo, offered weeklong Miami Beach vacations and more than 200,000 entries were received in response to the announcements. . . . KEYS, Corpus Christi, reports it is building a large audience by giving trading stamps to those whose names are drawn from the telephone directory, read over the air, then make the effort to call the station. Eight out of 10 call back within 10 minutes.

Guessers may like to try to guess the weight of the program's emcee, hostess, camera crew and guests at WHGQ-TV, Memphis — some 8100 vying the first week. . . . Guess the identity of a mystery personality on KBIG, Santa Cataline, and win a $3,000 residential lot. . . . WAVI, Dayton, is running a Lucky Number stunt. . . . KRCA, L. A., is giving 20 round-trip tickets to Hawaii—via the sweepstakes method. . . . A St. Louis school teacher received a bushel of apples as a prize, when one of her pupils extolled her virtues in an "Apple for the Teacher" contest.

KMNX, Sioux City, reecived 29,000 cards from people guessing the exact time of the first measurable snowfall. . . . More than 5,000 food store operators voted White King Soap's "Name the Sheriff Ranch" contest best competition of the year. . . . More than 4,000 cards per contest arrive for WLOL, Minneapolis, Mystery Sound. . . . WSAI, Cincinnati, received approximately 2,500 entries during its Safety Slogan promotion. . . . KING, Seattle, recognized Potato Chip Month by asking the audience to estimate the number of chips necessary to equal the weight of a 196 pound disc jockey. The winner guessed 29,834 chips and won a year's supply of the product.

KETV-TV, Omaha, has offered its feminine listeners the ultimate—A two-day stay in Hollywood topped by an appearance on the Liberace show. Not to be outdone, KPOA, Honolulu, has obtained the first Army uniform worn by Elvis Presley. It is encased in glass, insured for $1,000 and will be awarded to some gal in Hawaii! (And if these aren't the ultimate in ultimates to start 1959, I'll eat that uniform—on the Liberace show.)

Q. & A.

Q. "What advice of 25 words or less can you give us contesters for 1959?"

A. Stop worrying about nonexistent pitfalls.

Q. "Do you answer all mail received?"

A. Most of it.

Q. "How much do contests slow down during the holiday season?"

A. Contest returns drop off 50% in the average contest during major holiday seasons thus advertisers withhold their new campaigns until they can get more readers of their advertisements.

Q. "How many questions have you answered via this magazine?"

A. I do not know.

Q. "In a drawing when there is but one entry per person limit, why does it take two months for winners to be notified? It seems to me that a few clerks could even *handpick* hundreds of entries in a few days and would need only a few more days to copy the names on a master sheet."

A. Your reasoning is accurate. There are usually dozens of reasons for the delays so exasperating to the contesters. In one contest the new budget had to be approved by the board of directors, and prizes and notification came under that. In another, a flu epidemic laid the staff low, and timely matters were given first attention by a few depleted judges. In a third—the president of the company wanted to sit in on a drawing, but was away for a winter holiday.

Q. "If the entry blank has only a line for my name, one for my street, another for my city, how do I work in the state?"

A. Add it—after the city.

Q. "A number of people have quoted you as saying plain paper is best for contest purposes. Any size? Why not index cards?"

A. When asked if I prefer an entry blank or plain paper I suggest plain paper as being of better stock, easier to write on thus easier to read. This is not mandatory, just preference. Some submit entries on 8x11, others cut this paper in half, still others cut it to the size of index cards. The size used does not add to or detract from the entry.

Q. "If I had only enough money to buy three contest products should I get all qualifiers alike and send three entries for one contest, or get one qualifier for each and enter all three contests?"

A. Write the entries first, see what comes out of the noggin. THEN get the product and qualifiers.

Q. "Does it help to decorate Sweepstakes entries?"

A. No.

Q. "Sometimes I write a last line that I am very proud of. If I should send this line in twice during a contest would both be discarded?"

A. Each last line would be marked according to its merit. These would have the same score. At the finals —if they were among the survivors —the specific rules of the contest would determine their fate. If the rules said "one entry per person," one would be tossed out. Judges are aware that hobbyists often submit entries without qualifiers, get panicky, submit the same line again with qualifiers. Judges also know that careless clerks often let no-qualifier-entries slip by. So allowances are made.

Q. "Do you keep copies of all contests, all rules on hand?"

A. No.

Q. "I have noticed many books in *Contest Magazine,* intend to buy some, but don't want to duplicate myself. How would you advise going about this?"

A. Ask the librarian to get the books required. Then study them and make up your own mind. Buy those you find best suited to your particular needs.

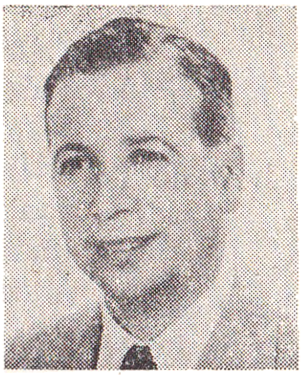
Q. "The multiple aspects of copyright law are intriguing and confusing. I understand that words, phrases, etc. are not subject to copyright; but are contained in books copyrighted to protect their component parts. I would like to know if a contester may use words and phrases from compilations he has made from copyrighted books—acknowledging the fact that what he uses in different contests is not intended as a substitute for his own sources."

A. Many do.

Q. "Do you think contesting, *per se,* had anything to do with the fading away of the recession?"

A Retailers were selling stock from their shelves, and the manufacturers were also cleaning off the once-crowded areas. This, rather than contesting, helped to end the recession.

Paying Taxes On Prizes



by Joseph Arkin, C.P.A.

Readers' comments and queries are welcomed. Address your letters to Mr. Joseph Arkin, Contest Magazine, Upland, Indiana.

The House They Couldn't Keep

THIS MONTH'S column will digress from the usual discussion of paying taxes on prize winnings and instead will relate a true story. The names of the individuals involved have been changed to spare them any further embarrassment.

The yarn I'm about to unfold will drive home the sad fact concerning the "burden" imposed by our tax laws, particularly in the case of a windfall income such as a prize or award.

First prize in a contest sponsored by a local veteran's group in a suburban area of New York City is a completely furnished home, built on a choice plot. The words *completely furnished* mean just that; furniture, dishes, linens, rugs, shades, and a shiny new automobile!

Ed and Mary entered this contest somewhat hopeful that they would have "good luck" and their fortunes would take a turn for the better.

They were elated and swept off their feet when they received a telegram informing them that they had won the first prize. Here at last was a chance to get out of their dingy flat, to get the boys out of a neighborhood of young toughs, to get a new start in life in a new cmmunity.

A committee car was sent to show them their new home. Mary was bubbling with excitement as they entered the living room of the modern six room ranch home. Wall to wall carpeting spread beneath their feet as she eyed the luxurious furnishings, complete to mirrors, pictures and drapes.

It was a dream come true as they walked from room to room. Each boy would have his own room. Dad would have a small den. Mom would have a kitchen with all of the latest time saving devices.

They were shown to the side door which led to the garage. The boys shouted with glee as they saw the new car with its shining chromium and wing swept windows.

The spell was broken when one of the committeemen suggested that they sit down in the breakfast nook to discuss some "problems."

"First, Mr. Daly, you'll have to pay federal and state income taxes on the fair market value of the land, house, furnishings and the car, which has been advertised at $40,000.00. From what you've told us of your earnings, our accountants have estimated that you'll owe $3100.00 in state income tax and $14,400.00

in federal income tax."

The quiet was ominous. Mary and Ed stared at each other. Where were they going to get $17,500.00?

"Couldn't the sponsoring committee take care of the taxes? What kind of a prize do you offer that has such a high price catch?" Ed asked plaintively.

The sad facts of life were spelled out to Ed and Mary that if the committee paid the tax on the house, furnishings and car, that such tax would also become taxable, *ad finem.* It was suggested to them that they see one of the local banks and try to arrange for payment of the income taxes by placing a mortgage upon the house.

The bank manager was polite and trying to be helpful. "We've read about your plight in the local press and we'll try to help you by offering you a mortgage for $20,000.00."

Ed seemed elated until he learned that the monthly payments for interest, principal and real estate taxes would be over $200.00 per month. And to that there would be insurance and heating. The new dream house was fast becoming a house of nightmares.

The sad decision had to be made. They'd have to stay where they were and sell the "valuable" prize, pay taxes on the proceeds and with the rest provide a nest egg. At least the two boys would now be able to get a college education.

The tax collectors weren't through with this saddened family for during the 1930's when Ed lost his job and the kids were still babies, Mary spent two years in the hospital and they were forced to ask for public assistance.

Newspaper publicity caused some "eager beaver" clerk in the City Welfare Office to check the files and the discovery was made that the Daly's were once on the relief rolls. It didn't take long for the City to place a lien upon the house, justifying its position in that public assistance is considered a loan which must be repaid when and if the recipient ever comes into money.

Thus the dream of a new home, a new start in life for this hard working American family was wiped out by the ravenous appetite of the tax authorities. It is no secret that much of these tax collected monies is made available for handouts to foreign governments in the guise of economic, military and cultural aid for their peoples.

Ed, Mary and the boys never will understand why their tax money is being sent to Communist Tito, Red Poland, and the free spending lover-playboys in the Near East and in the Caribbean.

HILL-toppers

by George Hill

Many contesters are using the crying towel instead of the TRYING TOWEL!

* * * *

She drives the keenest car in town—
So does her little brother—
They "live it up" to a crisp brown
—They have a contest mother!

* * * *

A winner is one who gets good advice—and follows it!

* * * *

A prize is a richly **rewarding** experience!

Introduction

I'm sure many of today's contesters haven't forgotten the man who did more than anyone else for our contesting hobby a few years ago, who tried so hard to keep our hobby on a high plane of ethics. I'm referring to none other than "Mr. Contester" himself, Gilson VanderVeer Willets of Villa Grande, Calif.

His early life was closely connected with Missouri. He was made "Radio Engineer for the State of Missouri" and in that capacity built, managed and operated WOS in Jefferson City. So it is no wonder that he extended well wishes to Missouri contesters at our fourth convention in his old stamping-grounds. He said he wished he could be there in person, back at WOS, broadcasting and giving "a typical mid-western contest convention the dignity and enthusiasm which such a gathering deserves." As it was impossible for Mr. Willets to be with us in person, he was kind enough to take the time to send me this address to be read at our convention. I am very glad to share its highlights with the readers of *Contest Magazine.*

Mrs. Etta V. Fogerty

BE YOURSELF AND WIN

by Gilson VanderVeer Willets

IT IS a privilege and pleasure to send to the assembled conteSTARS of Missouri greetings from my home deep in the heart of California's Redwood Empire where, far from all major highways, my dear wife and I are living out the sunset years of our life beneath an evergreen canopy of ancient and majestic redwoods—great trees that were old by our standards when Jesus Christ was born.

If these magnificent forest giants could talk, what stories they could tell of the achievements of all mankind in the past three thousand years! And in the telling they would reveal the great heights to which some men have climbed, only to fall into disrepute and eternal oblivion because of their greed and disregard for their fellowmen.

And so it is with reverence I approach the subject nearest to your hearts, the great and wonderfully rewarding pastime of participating in prize competitions. It is the queen of hobbies and the hobby of queens.

But harken! Even queens have lost their heads on the executioner's block, usually because of selfishness or lack of tact and good judgment. Many a king, too, has had his head chopped off because of his greed for power, prestige and riches.

I speak to you with thirty-six years experience to back my words, thirty-six years of living and breathing and thinking and doing for contests and contesting. I have seen great names come and go, but those who were themselves, who gave equal consideration to the rights of others, who rejoiced with others when they won and were modest in winning themselves, never have faded from the picture. They were what I coined the word ConteSTARS to delineate! Ask yourself, can you qualify?

Over an extended period a person through dishonest means may make a fortune in contests. Had I exercised the knowledge I had, I could today be a millionaire. My status quo is that of the most humble among you . . . but I am far happier than the biggest winners of all time whose winnings were achieved through dishonest means... men and women who failed to be themselves, but who won money and lost something far more valuable—respect and friends!

I speak not only of contest participants, but of sponsors, judges, writers of contest literature and all the others who in any way have been associated with the international contest theme. Those who have been themselves, honest and sincere, have won contests or new business or new friends or prestige. Those who were dishonest and who were not sincerely themselves have suffered the fate of so many kings and queens . . . since they have failed miserably to fulfill their obligations to their fellowmen and have achieved success that rests heavily upon them—success which makes a feather pillow feel like a bed of sharp spikes! Their's is a punishment that taints success and brings hollow mockery to brilliant achievement! They are losers all, even though they have nothing but the power of money to carry them on to further acts of greed and selfishness.

The humble homemaker can emerge triumphant in contest after contest using her own name, telling what she really thinks of various products, encouraging others and gaining from them the warm glow of self-confidence and goodness which makes life a beautiful thing.

But, sad to relate, I have known homemakers whose contest work has been smeared with insincerity, blackened by unethical practices, cheapened by the use of tongue-in-cheek professional appreciation of things they despise . . . and these people have been unhappy and frustrated even though they won.

And so it is when you compose a contest entry . . . know your product, or the subject, and exert everything at your command to express yourselves clearly and *honestly.* If you detest the product, do not praise it. An honest judge will instinctively recognize a sincere entry, either in flowery language or in the most humble and trite of phrases . . . because sincerity shines through words just as the sun illuminates a beautiful picture window.

BE YOURSELVES . . . and WIN. Win prizes and friends and everlasting spiritual and moral comfort. In that event God and good fortune will be yours. Thank you so much, my friends.

Eye-Catching Words & Phrases

by Gertrude F. Galloway

Not long ago when I was passing a church I noticed, on the bulletin board that the minister's sermon topic would be "Pigs, Pearls and Persons." An interesting subject, and the alliteration made it more noticeable. So it goes with our entries. Watching newspaper topics, television advertisements, magazine articles, I have gleaned a good many interesting alliterative phrases and catchy captions that have helped me in contesting.

One time I juggled the J's and won a nice prize in a letter contest. I went through the dictionary and picked out all J words that I thought would be apt for that particular product. They were Job, jaded, jagged, jar, jaunty, jot, junk, jubilant, jumble, judge, juggle, just, jut, jutting, juvenile, juke. HOW? Job is washing. Jaded colors, jagged edges, jar loose, jaunty attire, every jot, feel jubilant, no jumble, I'm judge, juggle colors, jumble colors, junk substitutes, just juvenile play clothes, jutting into every crease or crevice, jarring loose, jimmy machinery, rejuvenate jaded colors.

Here is a partial list of sayings and captions that have caught my eye and I have put to good use:

A brake in time
A little poker, a little broker
A miss is as good as her smile
A stopper is a topper of a whopper
Aristocrat of Turkeydom
Alertness avoids accidents
A dream boat built like a battleship
Bark, bite and bounce
Bid 'N' Buy
Bewitched, bothered, bewildered
Bemused, bemedaled, beribboned, bespectaled
Blow-out protection
Bilt-rite, wey-rite
Brunette beauty
Cool 'em off — Build 'em up
Candid camera catches
Camera carnival
Coat of Arms—Coat of Charms
Chewsy for the choosy
Flatters — spatters
Food — therapy
For a pryor buyer
Field fresh flavor
Frozen-in farm fresh flavor
Fat-free milk — full fresh flavor
Guide and glide it
Gets the "Best of Both"
Groomed, groaned and griped
Luxury-luscious
Ladled lavishly
Looks unfinished
Looks stunning—running
Misty-minded
Mild 'n' Mellow
New hustle, new muscle
No bumps, no bulges, no budges
No buttons, no bumps, no bulges
No wick, no wait, not waste
Oodles of noodles
Picnic in Paradise
Pet project
Packed with talent, calories, joy, friendly sincerity
Riders of the Range
Richness, flavor and quality
Rich, red, and robust
Safe, sure and silent
Savor-tite, flavor-rite
Speed spells spills
Skiing, swimming, sailing
Spins and needles
Secret is in the quality
Slim-Jims
Stylishly staggered
Totes, touts and tipplers
Time to ride and rope (big values)
The proper topper
Tears and cheers

The last straw—the last flaw
Tot triumphs
Tike triumphs
Traction, action, satisfaction
Values to catch the eye — fine foods to satisfy

It might be only one word of a caption that catches the eye, but out of that springs an idea which is a starter that snowballs into other ideas.

Some of my collected phrases are old, often-used expressions that, given a new coat, are attractive, not only to us but to the judges. The "NEW HUSTLE" to find new words gives us "NEW MUSCLE" to find ways to use them.

While I am reading or listening, I keep a pad handy, as my memory is short, and sometimes the words come thick and fast. WORDS — let the list grow, let it grow, let it grow.

Song titles are word and idea catchers for me. I've found that judges don't care where you get your ideas. You can take them from an old maxim, a caption, a song title or a quotation from the Bible. Just so long as they are *apt* and *different*. Judges like old words with a new twist.

Housewives' Holiday

by Winona MacMullan

WHEN Radio Station WIBG in Philadelphia, 990 on the dial, announced that 99 women would be taken to New York on a Housewives' Holiday, I wanted to go! No matter how often one visits that fascinating city there is always something new and exciting to see, especially during the Christmas season. As I went about my never-ending household duties I planned my entry, which was to tell in 50 words: "Why I deserve a Housewives' Holiday." It had been a busy fall, with a son in college, living at home, a run-about granddaughter and an expectant daughter to help whenever I could.

So I wrote and polished what I hoped would be a prize-winning letter, and decorated it with a colorful picture of the Manhattan skyline with the Statue of Liberty in the foreground.

Nine winners were announced daily and mine was the 54th name to be read—I was going to New York!

On December 10, 99 chattering, happy women set off in three Trailways buses for our holiday. We were treated to lunch at Sardi's, the mecca of show people, then to the Imperial Theatre where Lena Horne and Ricardo Montalban co-starred in "Jamaica." A short walk to see the fairyland of lights, moving signs and Fifth Avenue ended our sight seeing.

There were almost 1400 entries, filled with pathos, humor, human interest and just plain facts, so those of us who won were especial grateful. My entry? Oh, yes.

"I deserve a housewives' holiday because: I'm TIRED of dishes and diapers, lunches and laundry, sweeping and scrubbing. I want to mingle with Manhattan's millions, thrill to the Empire State Building, gasp at the UN, stroll along 5th Avenue, throw a kiss to the Statue of Liberty and be a VIP—just for a day!"

I have *Never Lost* in a contest

by Edna Dillard

I repeat, "I HAVE NEVER LOST IN A CONTEST," and I say it in all sincerity. It's true the judges have not always thought my entries worthy of a prize, but the facts, words, and ideas that I learned through research, made in preparation to writing those entries, now belong to me and I had the satisfaction of knowing that I had made an honest effort and gained technique valuable in writing other entries and articles.

My efforts to create that "appetizing, attractive, delicious recipe" have never brought a prize to me but the light-hearted foolishness and good natured encouragement from my family, added to their willingness to be my guinea pigs makes all the effort and time worth while.

I have gained appreciation of new products and new household appliances because a label or statement concerning them was a qualifier. This is often gratifying as well as economical. Using and writing entries about fine, old-favorite products enhances their traditional use and value.

Greater appreciation and consciousness of my American Heritage has been realized while studying folklore, climate, scenic wonders, and geographical locations in order to write a best "Why I Want To Go..." entry. Some of these efforts were rewarded with "Expense Paid Honeymoon" almost 25 years after my wedding.

The Colgate-Palmolive Company's "Olympic Games Contest" was unique, interesting and personally successful. Articles, pictures, and personal items concerning the participating athletes were carefully studied. While becoming acquainted with the athletes, I became aware of their great responsibility in representing and upholding the traditions of our nation. I felt strongly that individual citizens should make their going to Melbourne financially possible and was happy to know that my effort would help this become a reality. I felt that I had come to know them personally and by their sailing time, they were not just athletes going to meet competition, they were MY TEAM and I was wishing them success with all my heart. Every radio and television broadcast that brought news of them was interesting. I received an Emerson All-Transistor portable radio for being a fourth prize winner. My entry expressed exactly why I thought we should send them. The All-Transistor radio arrived the same week that the Nobel Prize in physics was awarded to three Americans for developing the transistor.

Contests concerning the last Presidential Election influenced my contesting group to read editorials, listen to speeches, study platforms, and compare personal backgrounds of each candidate. Though none of us wrote winning entries, we knew our candidate and enjoyed hours of friendly argument trying to prove him the better man.

If I ever build a new home, I know the plan, materials, and colors I shall use. A result of studying and comparing in order to advance a good reason for preferring a particular design or material.

My Scottish Terrier is receiving better care and more genuine appreciation since I read books on Care and Feeding of Dogs in order to write better, more realistic entries in a dog food contest. I have a better understanding of his traits, so much a part of his personality, and love him for them.

While searching in unfamiliar stores for entry blanks and qualifiers, I have become acquainted with more home-town merchants and find them genuinely interested and co-operative, also appreciative of bits of advertising through a customer's winnings. I feel a deep loyalty toward the merchants who obtain entry blanks and to the generous sponsors who make possible this fascinating, profitable hobby.

In contesting, as in friendships, sincerity is required to make it worthwhile. Sincere entries telling why I use particular brands of puddings, cooking oils, flash bulbs, car polishes and other fine products have brought percolators, radios, inter-communication sets, Savings Bonds, checks, and other valuable prizes, but these are not the greatest rewards of an inspiring hobby. The interesting hours spent in the public library "digging a little deeper" were rewarding even if no prizes were won. Pleasant hours spent with congenial people as each tried to write a better entry have made lasting friendships. I've had the fun of helping beginning contesters study the rules, look for qualifiers, and learn to do research required for serious subjects, then shared their excitement over a "first win."

Yes, I repeat, "I HAVE NEVER LOST IN A CONTEST," because contesting pushes thinking further, awakens and enlarges interests, and gives me a passport to WIDER HORIZONS.

Household Hint Markets

by Reba Meyers

Household Hint Editor, McCall's Needlework Magazine, 230 Park Ave., New York 17, N. Y. $5. Print each hint on separate paper or card.

Helpful Hints Contest, % Lancaster County Seed Co., Paradise, Pa. $25 in prizes. Type or write in ink on one side of paper, not over 100 words.

Neighbors, Woman's Day, 19 W. 44th St., New York 36, N. Y. $3 for each brief suggestion used.

Woman's Exchange, Grit, Williamsport, Pa. $1 for household hints.

Why Not?, % Duncan MacDonald, Yankee Magazine, Dublin, N. H. $2.

Household Help, The News, 220 E. 42nd St., New York 17, N. Y. $5. Prefers to have hints submitted on postcards.

Good Housekeeping, Born Yesterday, 57th St. at 8th Ave., New York 19, N. Y. $10 for hints on rearing or amusing small children.

Parents Forum, Grit, Williamsport, Pa. $2 for letters with hints for rearing of amusing small children.

Embarrassing Moments

Embarrassing Moments, The News, 220 E. 42nd St., New York 17, N. Y. $5 if used. Submit on postcards.

Embarrassing Moments, Grit, Williamsport, Pa. $1.

The Winners Were Losers

by Alfred K. Allan

THE TWO solemn-faced men stood before the sentencing Judge. "You men have shared a profit of more then $100,000," the Judge said. "You made this money by operating a racket deliberately devised to swindle the public. You are each sentenced to a term of eighteen months in federal prison and your companies are fined $7,500 each."

This trial brought to an end the dishonest careers of two exponents of the "Count the Diamonds" contest swindle. However, it has by no means ended the swindle itself, which turns up again and again. So it's important for every contest enthusiast to be aware of how he might be cheated.

Here's how the two convicted men worked their racket. They began by printing up thousands of circulars. containing a jewelry display and an enticing bit of advertising copy. "Count the Diamonds in the display," the ad said. "We will award handsome valuable prizes to the first four people who guess the correct number of diamonds in the display.

Armed with the circulars, the crooks set up an office. Then they mailed out their circulars, culling addresses of the most likely customers from the local telephone directory. At least 1,000 people replied to the circulars with answers to the "contest."

Then the actual swindle was set into motion. In order to avoid suspicion, they awarded three legitimate prizes to three contestants. Everyone else who entered was notified that he was "a fourth-prize winner!" Together with a congratulatory letter, each contestant received a certificate good for $50 in merchandise at a local jewelry store. Actually the store was just a front for the racketeers.

The day after the letters were received, the store was jam-packed with "fourth-prize winners." Each winner flourished a $50 certificate in his hand. They looked about the store and were shocked into silence. Nothing was priced lower than $79.50. Many contestants foolishly paid the difference. Later they discovered that they'd been cruelly swindled. Many of the articles had a retail value of only $10!

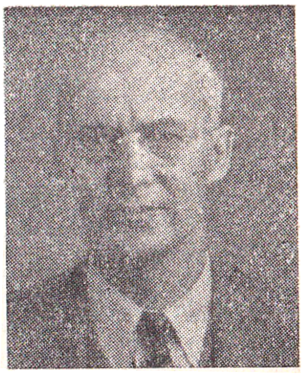
Angry complaints from contestants reached the local police and these "contest crooks" were arrested and jailed.

The "Count the Diamonds" swindle is dependent for its success on the gullibility of the public. If contest enthusiasts are cautious and careful when they enter a competition, these rackets can never prosper. Be sure the contest you're entering is honestly run and that the prizes are to be legitimately awarded to all the winners. Otherwise a contestant who's a winner could very likely wind up as a loser.

Round-Robin Message

No. 2

William J. Baumgartner



SINCE the last Round Robin message, published in the October issue, several congratulatory letters were received from fellow Robins who were grateful for this service and hoped that it would be followed by additional messages. Many letters from Robins pass over my desk, and to answer them individually would be impossible, but with the publication of my messages, they can in a measure, be answered, and besides permit the forming of more chapters as membership increases. If you want to share in this wonderful venture, give us your name and address. Present chapters are spread out far and wide with little opportunity to meet personally. However groups now organized can act as "parent" Robins and other chapters can be formed on a regional basis. For instance, the "Wolverine" group would consist of members in Michigan or nearby; the "Buckeye" group of members in Ohio or nearby, etc. When a sufficient number of prospective members are found in or near a central region, they can be organized into a new chapter. Consider this and, if interested, write. This feature is open to all contesters, beginners or seasoned veterans. State contesting experience, name and address, and other items of interest if so inclined.

Robins now make regular flights, passing from member to member, some traveling more speedily than others due to delays made at some of the stops. A chain is no stronger than its weakest link, and this holds for Robin groups too. I know of no better way than for members to be on the alert to detect them. If a flight fails to complete its journey in reasonable time, it is difficult for Robin Chief to trace the difficulty, but a postal or letter from the waiting Robin would be really helpful. In cases where a flight is overdue, Robins in that group should write. If no complaint comes in, it is assumed the Robin is making the flight in the regular manner. This plan will make for prompt and speedy service because it places the responsibility on the individual members and consequently will make for a stronger, more alert, and responsive group.

CONTESTARS:

We are overjoyed to know that two of the Robins are CONTESTARS, that is, members who have won, since becoming members, the equivalent of a thousand dollars or more. Mrs. Julia Lieser of Dover, Ohio, a Violet Robin, won and has had a ten-day vacation trip to Rome, and Mrs. Mary Police, a White Pine & Tassel Robin of New Philadelphia, Ohio, recently placed third in the Bake-Off contest. Both Robins wrote detailed acounts of their experiences, one of which is herewith included. Julia Leiser's interesting description is now making the rounds, and will the Robin who now has it, please speed its return?

Mary Police's victory was highlighted with a picture in the paper of her city, with the following caption:

> "Meet Star! Mary Police is greeted by Movie Star Ronald

Reagan hosting for General Electric at the 10th Grand National Bake-off at the Waldorf in New York. She won third in the senior division and $1,000 for her STRAWBERRY PIE DELICIOUS."

Her description of the event follows in part:

> "I'm still on my own little pink cloud and don't care if I never touch the ground. The feeling is wonderful and I wish all of you could be here to help celebrate. I'd bake a big pie and keep the pot of coffee hot. Wouldn't that be fun!"

Then she continues with a daily resume of what happened.

> "SUNDAY: Sunday morning waited in the hall for Ronald Reagan to appear as I had a picture-taking appointment with him. Imagine my excitement when I saw him, handsome, natural—and his friendly manner soon put us all at ease.
>
> "We next went on a tour that took us throughout the city—the United Nations, Chinatown, Jack Dempsey's for lunch, Bedloe Island, Statue of Liberty, etc. In the evening a reception was held in the Empire room. The meal was out of this world and served in regal Waldorf style with string music in the background. It proved to be the most enjoyable affair I've ever attended.
>
> "MONDAY: This was the day of the contest. We donned our aprons. I went to the range assigned to me, surrounded by TV cameras, photographers, reporters, personnel and others. A bus-boy carried my dishes to the kitchen and took care of my every need. A home economist was ready to aid me in case of help. I stirred, mixed, measured while working on the thick carpeted floor. I took special pains with my pie using greenery for trimming around the silver plate with luscious big strawberries.
>
> "TUESDAY: Another big day, the presentation of prizes at the Award Luncheon. I was seated opposite Ronald Reagan, host of the evening. This was almost too good to be true. He always was a favorite of mine. The banquet cake was lighted with candles, one to each slice, and I treasure my candle and will put it among my souvenirs in remembrance of the occasion. The whole affair was a most wonderful surprise and such a thrill. If heaven is full of surprises, I'm enjoying them on earth.

WINNING ENTRIES—Verse

Many Robins won prizes, and to each of them my hearty congratulations! Some of you will want to know just what won, so I will include some of them. Here are a few samples: As Christmas season has just passed, it is appropriate to begin with the following:

No kiddie without a Christmas
Is our Goodfellow's annual cheer,
So help the cause of Santa Claus
With ¢ ¢ to dispense Santa's cheer!

(¢ ¢ was concretely emphasized with a donation of shining new pennies that may have impressed the judges)

IN KAISER FOIL contest the following lines won and made three Robins happy:

The Kaiser Kid says it'll pay
To get Kaiser foil right away
It's quilted of course
Says "Quilty" his horse
It wraps food so freshness will stay.
Its FIT keeps food FIT as first day.
Has strength, speed and safety, you'll say.

In the Heinz contest three more won with these lines:

Some folks go for hamburgers
While hot dogs please the rest
But either way they all agree
With Heinz menu's well dressed.
They're best when they're HEINZ dressed.
HEINZ taste is manifest.

(Note the parallel expressions in the first two winners)

WINNING ENTRIES — Slogans and Titles

Turning from verse to slogans and titles, many Robins seem to be lucky or real clever in thinking up just what the judges thought most appropriate. Two wins were received from the National Safety Council. Captions were wanted for cartoons displaying a wife picking her husband's pocket, and another cartoon depicting a wife driving a car through the back of the garage. The winning titles were: (1) "Safety work on the Night Shift, too!" (2) "You're old enough to SLOW better, dear!" This safety slogan in the Mojud Hosiery contest won: "Invest in Safety and Live on the Profit!"

WINNING ENTRIES — Names

Naming contests seem to be popular, as many Robins have won in this type of contest. Winning names follow:

"Glee Leader"—Clown in TipTop Peanut contest.

"Pertea" — Godfrey's colt naming contest.

"Upta Nogud"—won 3rd prize in Li'l Abner.

"Callie Coe"—won a watch in Li'l Abner.

"Prince Pepsicle"—winning name in Popsicle.

"Sal U. Terry" won a Sealy mattress.

"Aldinential"—won in the Alden's Tire Contest.

WINNING ENTRIES — Statements

To include all the 25-word statements would take up more space than is available, so I will include only three. Here they are:

"I think building authentic models of the U. S. Navy and Planes is a great hobby because:

Building these masterpieces in miniature
brings hours of pleasure,
teaches the U. S. Navy's strength and
gives pride when showing them to friends."
(Judged by Herrold)

"I shop for Christmas gifts in my neighborhood because:

Why traverse afar when my
friendly neighborhood store
stars luxurious and practical gifts,
easily purchased with friendly clerks' aid
adding shopping happiness to
Christmas preparations."

"I like Frigidaire Refrigerators best because:

Thoughtfully planned
beautifully styled,
cold-pantry's two appliance service
saves me space and waste,
keeps food at perfection's peak,
glides them right to my finger tips."

ODD PRIZES WON

Prizes won are sometimes not appropriate but they do bring joy just the same. Did you know that the smallest couple in an Ohio contest club won a seven-foot bed? That a Robin in Maine won a big brass bell from an old steam railroad locomotive? That a Robin from Hoot Owl Hollow signed two affidavits, two registered letters and then drove thirty miles to pick up her prize which turned out to be an autographed baseball? That a Robin in a TV contest won the services of a butler for a week in her own home?

COMING SOON

Another contest for Robins with as many gifts for prizes as members care to donate. Let's hear from you. State nature of gift and its market value. All gifts sould be worth $1 or over. The Michigainers, our Detroit Contest Club, will act as judges. The type of contest is yet to be determined. Vote for one of these:

(a) Name for our Robin.

(b) "Last line" Limerick similar to the last one.

(c) "What Round Robin Service Means to Me!" (Statement contest.)

CONCLUSION

Remember, Robins, if flights are too slow or Robin does not complete his flight, send a letter or postcard. Remember, too, that your winning entries are wanted and will prove helpful to others. If readers are interested, let's hear from you too. There is room for more Robins, especially for those who come with an earnest desire to help others.

Round USA with NCA

Edited by Jay Wrinkle, 3536 Lansing Ave., Knoxville 14, Tenn.

JIVE FROM JAY

by Jay Wrinkle

Almost impossible to believe, but the days have slipped by, and here we're beginning a brand new year, 1959, the year of Portland. No matter how fine 1958 was (and it was a lulu for your Veep, what with that great Oklahoma City Convention, this new office I am enjoying so much, and one or two nice wins to provide the topping), here's the most sincere hope that 1959 will surpass your expectations, not only with prizes, but what's worth so much more: the friendship and love you find among your contesting acquaintances.

The program for Portland is shaping up nicely, and we will soon begin to intrigue you with tidbits about the speakers. Suffice it for now to say that we're gonna have some very charming folks talk to you in Portland. They are so wise in contesting ways, I'm getting more anxious by the hour for August to come.

You will note a plea in this issue for help from New Yorkers who wish to host us in 1960. Any other interested groups, please advise us promptly of your desires before our next site is chosen.

Until February, when we'll be dangling tempting bait before your very eyes, this is Jivin' Jay, off to sing a speaker's tune.

CLUBLICITY

Hello and a happy New Year to you all! With the holidays behind us, we can concentrate more on our hobby and club work, and 1959 promises many rewards for those who do. Portland's beacon light is shining brighter all the time, so let's set our sails in that direction.

Thanks, Jay, for "dabbling," as you call it, in my territory—I wish more contesters had your zeal and would do likewise.

Welcome aboard our good ship "NCA" to the Yankee Quippers of Concord, New Hampshire, and Emporia Enterprise Club of Emporia, Kansas. Erma Boswell of Bremerton, Washington, reports that following publication of a small newspaper item in connection with a prize win, stating her desire to organize a contest hobby group, her phone rang almost constantly for two days and that she found enough interested contesters to organize a club through this publicity. Perhaps this may inspire others to follow her example.

Dorothy Smith of Lima Writers Club, Lima, Ohio, kindly sent me a copy of their attractive club bulletin, advising she was putting my name on the mailing list. I would love to have others do likewise. It will furnish inspiration and ideas which may help others.

Many clubs have recently elected new officers and revised rosters. I would greatly appreciate this information for my files. Also please help us by sending renewals of club dues promptly to Etta V. Fogerty, Treasurer, 5014 Shrewsbury Ave., St. Louis County 19, Missouri. Your cooperation will facilitate our work so much. Thank you.

Grace Roller,
NCA Clublicity Director
1547 South Lewis Place
Tulsa 4, Okla.

WINSIDER REPORT

by Mary Hill

Greetings from Florida! I do hope 1958 treated you kindly. The old year was a most wondrous one for me: being asked to speak at the Oklahoma Convention . . . the Convention itself and Willimae's wondrous Houseparty . . . the pony that trotted home to my four young cowboys in the midst of getting to know those grand people we designate as WINsiders, and becoming more and more aware of how overwhelmingly generous contesters can be. To the great many of you who played Kris Kringle with such enthusiasm to our WINsiders in 1958, God Bless You, Every One!

Someone once said everyone should do these three things: Think big, work hard and have a dream. Won't you share your 1959 contest dreams with the WINsiders? Next time you count your blanks and labels and find you have a pair to spare, please share them with the WINsiders.

Contest donatables for November 1958 were: Mrs. Jay Camp, Darlene Giovannoni, Billie Blevins, Eloise Chapman, Marty Mehsling, Pearl Hougham, Peg Cason, The Allards, Dot Lewis Sutton, Judith Toubes, Jay Wrinkle, Mrs. M. Thomas, Inez Watkins, Anon. from Chicago, Sylvia Sinders, Carolyn Hickman, Melba June and the Sunshineers Contest Club.

HAVE YOU TAKEN YOUR WINVENTORY YET?

That's right! Have you taken your winventory yet? It's that time again. If you are a big winner, Uncle Sam will be waiting and if you are just a "piddling" winner or you aren't satisfied with what you have won for the time you have spent contesting . . . well, why don't you start in right now making *definite* plans to come to the 1959 NCA Convention in Portland, Oregon. We know you will return home with so much enthusiasm and knowledge gathered from fellow hobbyists that your wins will increase many fold. You will hardly be able to wait to get home once the Convention is over to start tapping that old typewriter.

NCA OFFICERS

Frances Eastbourn, President, Box 612, Emporia, Kansas
Jay Wrinkle, 1st V. P., 3536 Lansing Ave., Knoxville 14, Tenn.
Grace W. Roller, 2nd V. P., 1547 So. Lewis Place, Tulsa 4, Okla.
Pauline Kline, Secretary, 1388 West 6th St., Brooklyn 4, N. Y.
Etta V. Fogerty, Treasurer, 5014 Shrewsbury Avenue, St. Louis County 19, Mo.
Mary Hill, WINsider Director, Lithia, Florida
Mary R. Garner, NCA Bulletin Editor, 738 N. DeQuincy Street, Indianapolis 1, Ind.

The World's Only Memorial to Motherhood, the Sanctuary of Our Sorrowful Mother in Portland, is a religious shrine consisting of more than twenty acres on the lower and upper levels. An elevator transports visitors up and down. There is a huge altar in a rocky cliff and there are wooden seats where services are held in the open. The serene and enchanting natural beauty of the monastery gardens with its many wooden carvings and statues is truly unforgetable. Regardless of your religious affiliation, you will want to visit it.

Everyone loves Roses, and here you can visit the International Rose Test Gardens in Washington Park. We also have the Sunken Rose Gardens in Peninsula Park while Lambert Gardens in another part of the city is a paradise of various flowers until late fall.

The Forestry Building, the World's largest log cabin, was built for the Lewis and Clark Exposition years ago. Each one of its 54-foot columns contains enough lumber to build a five-room house.

Enter contests with all the enthusiasm you can muster and get something on the Asset side of your Ledger to pay your NCA Convention expenses. We want you to come and we know you will really enjoy your stay.

Vi Ford

NEWS *Letters* and CLUB *Notes*

ARIZONA

PRIZE WRANGLERS. — Vivian Sutton reported winning a 13 ft. boat from Colgate. We had two winners in the Skylark contest—Marguerite Leonard and Carolin Loving. Marguerite won a Westinghouse refrigerator; Carolin won a Westinghouse washer and dryer. We think it very nice that Carolin gave her dryer win to the Willcox community hospital. Other wins reported were a bicycle and an electric power mower. — (Mrs.) Maxine M. Mowrer, 101 N. Sawtelle Ave., Tucson, Ariz.

CALIFORNIA

BRU-WINNERS, Oakland. — Wins reported have been Gwen Putney, Los Altos, a trip to Hawaii and a motor scooter from KNBC Mystery Voice, and $200 from KPIX for an identification of a building; Robin White, Stanford, $10,000 from Harper in a prize novel contest; Kern Greaves, Oakland, $350 from KYA for identifying a mystery phone number; Mrs. Elmer Danielson, Oakland, a trip to Hollywood to appear on Liberace's program from The Examiner-KGO-TV contest; and Mrs. Elsie F. Jorgensen, San Francisco, $250 for reporting a phony ad inserted in the Examiner. — Lulu Nethaway, P. O. Box 172, Oakland 4, Calif.

COLORADO

PRIZE MINERS. — We liked seeing two of our members' names in Contest Magazine. Two of our number won in Colgate. This won in a contest: "Thor's Gift to Franklin—The Key to America's Hope of Survival."

Since we enjoyed so much seeing people at Oklahoma City whom we had read about, we are really "promoting Portland." — Jessie Nevills

MILE-HI. — Anita Cullum, in the mothers' division of Colgate-Palmolive Family Contest, was awarded perfume, while my daughter, Carole, competing with teenagers, in the same contest, rated a Helbros watch. Colgate - Palmolive representatives sent a nice blurb about Carole's good fortune to the editor of our small community paper. When it appeared on the front page, daughter received much homage from her classmates, in Westminster High. The entry, full of euphony was: "A Yank of yesteryears, yanking voltage from the vaulted blue."

KOA-TV awarded checks to club members, for raves about their various, daytime shows. The grand prize of a trip for two to Havana, went to a young married woman in Denver for her clever jingle praising "Haggis-Baggis."

Bill Wong, manager of the Outrigger Room of Denver's swank Cosmopolitan hotel, let it be known through a humor column, conducted by William Barker, in the Denver Post that he needed "brighter" sayings, to insert in his Fortune Cookies. Wong was swamped with proverbs, because there was an award of $100 for the first best set. William E. Barrett, of best-seller, *The Empty Shrine,* was top judge. A Denver man snagged first award with these: "Learn to curb your fatal charm; it could do you plenty harm." "Gates of wealth always snap shut on those who can't keep their trap shut." "At love, it seems you're just a rookie, but anyhow, enjoy this cookie." — Tesesa Keough, Westminster, Colo.

CONNECTICUT

HITCHCOCK CLUB, Hartford. — Club member Elsie Cagenello's handsome husband, Sal, was a contestant on the "Top Dollar Show" recently and brought home a welcome bond and a year's supply of Vel. Marie Di-

Corleto and Jo Swanson reported two wins apiece from local radio stations' contests and Jo's husband won a Savage rifle in Colgate. Visitor Vickie Beirs won the club's monthly prize for her title to an end-of-Election-Day picture: "After the *Poll* Was Over."

Helen Hornbruch's son, Harlan, won a Hammond's Nature Atlas in the Fruit of the Loom Scholarship Contest. Having had to fill out many personal answers to questions on the affidavit—we're wondering if the fact that Harlan has college-educated parents able to send him to college without a scholarship (though one always helps!) had anything to do with his not winning one. We'd appreciate hearing from anyone who knows whether or not the winners were young folks who most likely would not be able to attend college without scholarships.

Here's a tip to you menfolks who might like to appear as contestants on a TV show—your chances are good, most shows have too many women would-be contestants applying and a shortage of men!—Mrs. Eleanor G. Jarish, 76 Legion Dr., East Hartford 8, Conn.

CONNECTICUT NOTATIONS. — At our Christmas meeting Pauline Wilson gave a very interesting review of Nita Parks' book *How to Win a Fortune*. It was voted to start a club library, each member to bring a contest book to the next meeting. *Contest Magazine* was recommended as the best place to buy these books. Besides a Christmas Fruit Cake contest to find hidden fruit, Lucile Branda put on a hilarious Christmas Baggis, the purpose being to fill Santa's pack.

Elsie Cagenello, back from a recent New York trip where she visited several television programs, tried out for "Dough Re Mi!" She said they played half a dozen notes of 50 songs, and in order to qualify for the program the applicant had to identify at least 30.

Our next meeting will be January 31 at 2 p.m. instead of in the evening.

Charlotte Granville had her picture in the paper as a winner twice in the same week. Both were Connecticut contests, a car prize in the Field's store contest and the other an electric range, top in an Apple recipe contest.

We all got a kick out of seeing George Hill on the "I've Got a Secret" program. What a record! No wonder the panel couldn't guess his secret! — Mrs. George M. Ellis, 263 Brimfield Rd., Wethersfield 9, Conn.

DISTRICT OF COLUMBIA

CAPITAL CONTEST CLUB.—Kool Aid sent three TV sets to our club, while Colgate sent a watch and perfume. Two clubsters won second and third prizes in the local Measure the Distance Contest of a Hi-fi and a TV set. Over Radio Station WGAY a 1959 GE-TV and a record player were also won in a Democratic Contest run in nearby Maryland.

One club member, who is taking a course in journalism at U. of Md., received $25 for a "Thinklish" from Lucky Strike Cigarettes. This contest is advertised in most of the college papers. One club member's son won a trip to New York on Dick Clark's Band Stand. This prize also included spending money and money with which to buy a birthday present for Dick. — Margie Copperthite

FLORIDA

PEN PALS.—Scuffy's second prize winner has just recently joined our ranks, and the Merry Hill boys are celebrating our second pony win. No, I'm not going to Portland via Pony Express. That poor pony would be the Pity of Portland if he had to carry portly me.

Frances Stoddard collected first prize, an electric range, from the WTVT-TV Golden Days statement contest, and Tampans enjoying the Snow Show on Franklin street were invited to guess how long it would take for a giant ice cube to melt.

Floridian contesters interested in

forming a state club, please contact me. — Mary Hill, Weaverhill Rd., Lithia, Fla.

ILLINOIS

ROCKFORD.—Colgate sent a hi-fi set to E. H. Davis and a camera to his son, James. Other wins were cameras to Curt Miller and Gregory Streib: gym sets to Mark Friedenaur and Constance Correnti; an Alcort sailfish sailboat for Lynn Gustafson, who also has a phonograph from Glamor Debs. Mae Olson and yours truly have Dick Clark LP's, mine for the name "Beau Tye."

In addition to the Pen Tailor Club work, we have been writing for Indoor Sports, Inc., an international club for handicapped. We have received more than 1100 cards and letters and written more than 1200 in 1958. — Lola D. Zautner, 1404 Sun Court, Rockford, Ill.

INDIANA

HAMMOND. — Colgate was a generous sponsor sending our club several prizes. My son, David, received a lovely Helbros watch. Pat Lynn won a record player from Dick Clark's Beech-Nut contest. Your scribe won twice on the "Sez Who" program. "Name The Tune" ran a pony naming contest. The winning name was a combo of three names, "Bashful Bucklash."

Send song stumpers to Beat The Bucc's, % radio station WLS, Chicago 7, Ill. They give an assortment of prizes. Send unusual household hints to *Better Living*, 26 Hampden Road, Upper Darby, Pa. I received a $5 check for mine. *Extension Magazine* pays $10 for every household hint they publish. Address is: Maggie Says, % Extension Magazine, 1307 S. Wabash Ave., Chicago 5, Ill.

For acceptable Strange But True paragraphs, accurately and briefly written, *True* will pay $25 each on publication. Must state source of information. Address George R. Martin, True, 67 West 44th St., New York 36, N. Y. — Mrs. Madelyn Blade, 1107 Sibley St., Hammond.

KANSAS

THE VERY BEST THAT 1959 CAN HOLD, IS MY WISH TO YOU ALL.

Just have to congratulate that nice gal Barbara Sue Goddard who brought home that wonderful $7500 Colgate prize. Betty Traffas won a disposal, Margaret Schul a Scotch Kooler and grill, Barbara Miller a Portatent and Peggy Schneider, a camera. Marie Gunther of Kansas City was a very happy girl with an RCA phono-combination from Colgate.

Arthur Gunther reports a bond from Sta-Flo. Mrs. Otho Kay, Minneapolis, Kan. received a belated Westinghouse fry pan at Thanksgiving time, after thinking prizes were all given out. If anyone has a win list from the Westinghouse $50,000 contest I would be glad to receive one at the address below.

I hope you are thinking toward Portland. Plans are booming for one of the best conventions ever.— Frances Eastbourn, Box 612, Emporia, Kans.

MAINE

MAINLINERS.—One of the heartwarming stories of dreams-come-true through contests has brought happiness to the little daugher of Rita Moffat, Brunswick. This child, facing lengthy and painful surgical treatment, was promised a new bicycle—a blue one — when she recovered. Home from the hospital and still in bed, she was notified that she had won a bicycle from Big Top Peanut Butter. It came at exactly the right time, and it was blue!

One of four Isetta cars offered in New England by Dash Dog Food has been presented to Phyllis Fraser, Auburn. Phyllis also was honored recently at a tea at the Harriet Beecher Stowe House in Brunswick, when she received high honors in the Maine Poetry Day Competitions.

Chicken of the Sea Tuna awarded a power mower to Nina Rice, Richmond; a Helbros watch to Betty

Arnsbriger, Brunswick. From Colgate, a floor polisher has been awarded to Dorine Tupper, Skowhegan; a play gym to the youngsters of Emily Habeeb, Caribou. Beechnut Gum notified Ruth Spencer, Auburn, that she has won a record player. A novelty juke-box record player was won by 13-year-old Ralph Day, Durham, for his entry in a word-builder contest on a Portland TV program.

Our late-fall Maine Conference brought together over 40 hobbyists from all areas of Maine, with guests from northern Massachusetts. New friends have been grouped into #6 Maine Round Robin, and a recently organized New England Robin.—Ruth T. Day, RFD 2, Lisbon Falls, Maine

MASSACHUSETTS

FITCHBURG. — Congratulations to our Carpenter family in Lynn. Every member of this family scored with prizes. Within three weeks, their record was four prizes, two of them national ones. One prize was a coveted Colgate's Gym Dandy Playground, won by the daughter.

In Gardner, our consistent prize winner's daughter brought home a fine Motorola Hi-Fi from Kellogg's Woody Wood-Pecker contest. The mother won a dinner out for 2, a corsage and the services of a babysitter from Alan Dary of WBZ. The latter was in response to "Why She Would Like to Eat Out." Down in Worcester way, Mrs. Markiewicz received a washer and dryer from Frigidaire.

Yours truly hopes to catch up on all correspondence soon in regard to having a convention in Boston, in 1960. I have been in contact with the 1st V. P. of NCA, Jay Wrinkle, by letter, also a representative of the Boston Chamber of Commerce, hoping we will have permission and receive help from both sources. How many Bay States would be willing to join NCA at this time, and also a State Club I want to help start? More NCA members are a real necessity. A new contestant, Mrs. Jean Wash, Kindly send me more replies to this plea. I know Boston will provide an ideal place for the Convention. It takes time to accomplish a successful affair. A New Hampshire Club has offered to help us. May I have your answers soon, please?—Mrs. M. Alice Hugo, P. O. Box 135, Fitchburg, Mass.

MISSISSIPPI

WAYNESBORO. — Florida is a magic word for Velma Bennett, Greenwood. It was mentioned here last month of her Lot Win in the Sunny State; now she has just completed an all-expense paid vacation there as the one winner of the month in the Hinds Chemical contest.

Mrs. Oliver Hopkins, Forest, of Truth or Consequences "Hush" winning fame, has won a second prize jackpot from Heinz Relish-Twins, and, in case you've forgotten, this consists of de luxe grill, Wilson golf clubs, golf bag, Schwinn bike. Hattiesburg, won a TV from Kool-Aid and several nice prizes in locals, including a gold-plated mail box. Magnolia contestyoungsters did very well naming the Big Top Clown, what with Columbia bikes going to Mary Craig, New Albany; Michael Young, Natchez; cameras to Eugene Dickinson, Hattiesburg; Bernice Moore, Fulton; Marvell Page, Greenville.

My nephew Ray received a Gym-Dandy Gym Set from his Colgate affy and I have won my first nationwide drawing, a second prize Machine Pistol in Great Guns.—T. O. Davis, Rt. 1, Waynesboro, Miss.

MISSOURI

BONNE TERRE. — Christmas was a happy holiday for many of us. My sister, Winifred Krughoff, Webster Groves, received a beautiful walnut deluxe console model Slant-O-Matic sewing machine, first prize in the Singer third period contest. Mrs. Emilie Miller, Bonne Terre, has a portable sewing machine from the

Singer second period contest. My nephews, Fred and David Krughoff, were winners in the Adams Milk Collie naming contest, and have received annual check from Pillsbury. Mrs. Linn Cole and my mother have West Bend automatic 3-qt. sauce pans from the IGA-All Electric cooking school held at Flat River.

Colgate family contest sent a Gym Dandy Play Gym to my nephew, David Krughoff, 5 Parker games to James Faris, Jr., Aurora, and Lanvin perfume to Wilma Lobaugh, Sedalia, Olive Cook, Fredericktown, and Miss Pearl Block, Sarcoxie. Mrs. Lobaugh also received paint from the Cook's Paint "Name the Product" contest.

Margaret Korando, Sedalia, won an all expense paid trip to New York for two via TWA in the annual Cotton Council & Textile Bag Mfg. Ass'n. contest in cooperation with state and regional fairs. Her many prizes included a G-E range, knife and scissor sharpener, floor polisher, electric frypan, Dormeyer Mixer, 14 piece cutlery set in wall cabinet, electric sheet, Ekco stainless steel cooking utensils, Wearever teakettle and frypan, escalloping shears, $100 savings bond, and assorted sewing accessories.—J. Wayne Lindquist

KANSAS CITY. — The win of a lifetime came to our house this month when daughter Barbara Sue was presented with a check for $7,500 as third grand prize winner in the Colgate Family contest. She is a Freshman at Kansas State College and the money will be used for her education. What a break for mom and dad! She also received $25 for this "Thinklish" in the Lucky Strike contest, "Floperation — a surgical failure.

Colgate was also good to several other club members, their husbands and their children. Omar Putman and Jess Eder have Savage rifles, Susan Kelly and Donna Allen have bikes and Janet Jameson has a camera. Etta Ainesworh was a winner in the Kool-Aid contest. As she did not have a TV it was a most highly appreciated prize.

A local toy contest made many of the smaller youngsters happy at Christmas time.—Florence Goddard

ST. LOUIS.—Through this column I have made many friends in contesting. It was a pleasure to receive an out-of-town paper with the picture of one of these friends on the front page — Miss Lucille Rawleigh, who won the top prize of $10,000 in the Lava Dream contest. The winner and her brother were pictured in the Paducah Sun-Democrat. She received an additional $1,000 from the store mentioned on their entry blank.

Christmas was made merrier for those who received the many electrical appliances in the local "electrically-heated homes" contest. The five winners of $1,000 electric kitchens were H. G. Beumer, Webster Groves; Mrs. Karl Koval and Arthur Hampel of St. Louis; Joseph Promeau of St. Charles and Eugene Nuelle of Florissant.

There were many Colgate winners in the various categories who did not receive affidavits, and those who received affidavits, but received no prizes. There is still that clause which comes with affidavits, "this doesn't necessarily mean you will receive a prize," which is the protection of the company.

There is no doubt but that Mrs. Dorothy Gannon was the biggest winner in the "Wordweavers" for 1958, with her Edsel from "Stag," plus so many other wins.

The "Mo-Mintems" held their Christmas party at Buckinghams. They all contributed something for a Christmas box for their shut-in, Mr. Gene Hoss of St. Louis County.—Etta V. Fogerty

Missouri's third contest club will have a name next month, either "Pengineers" or "Penthusiasts," depending on club vote. Win of note was 50,000 Top Value Stamps for naming Gasen's Puppy of the Week; happening of note was one member holding Colgate affy coming up with last prize, camera — while another, with no affy received Helbros watch. Things like this make contesters wonder how Bruce Richards sets up prize list. No prize is unappreciated but there is always the feeling that a notarized affidavit will bring a little better award. However, these very uncertainties are what make contesting the exciting hobby it is.—Marie Diekman

CONQUESTARS, Kansas City.—Our newest night club (we meet for dinner and discussion) boasts a Pepsodent winner, Jean Whitesell, who has been through Europe and her $5000. Ed Rice clicked with Phillips and is enjoying his camera and projector. We also have an electric fry pan winner from Phillips. Luella Johnson is pleased with her Polaroid camera from Kaiser Foil. Margaret Stovall's a $25 savings bond richer—thanks to Sta Flo. Dorothy Lowry and June Wilson no longer need to ride their hobby horses—they're riding Heinz bicycles. Heinz blessed June with a wonderful grill and Chicken of the Sea Tuna presented her with perfume. Roi Tan rewarded one of our members a Schick shaver. Two members have new TVs—one from Conoco, the other from Kool Aid (Dorothy Lowry, again.) Ruth McPeak, who has a wrist watch from Post also has an affidavit from Colgate, as does Ed Rice. We have adopted a Winsider and look forward to listing her wins soon.—Grace Kirwan

NEBRASKA

OMAHAWINS. — Mrs. Murdock won a television on a local and Helen Pieper a television set on "Music Bingo." Mrs. Bartlett received a $50 Spiegel check from "Truth or Consequences." A Mr. Seniorelli was on the Johnny Carson's "Who Do You Trust?" and Mrs. Maser of Lincoln on "Haggis Baggis." Mrs. Dolgoff was on "Treasure Hunt." Also seen on California programs were Mrs. Krueger and Miss Omaha. — Marie Lisec, Omaha, Nebr.

NEW HAMPSHIRE

YANKEE QUIPPERS.—A meeting of club organization was held in Concord during November. Members have been in contact for over a year through a Robin and informal meetings. Anne Paul was elected president; Eleanor Cross, vice president and Winsider director; Adele Hulser, secretary.

A contest to name the club was sponsored by Ethel Perham, our much-prized All American. Anne Paul won first prize with "Yankee Quippers"; second prize was mine for "Purattainers"; third prize went to Ethel Ogilvie for "The Goriginal Girls." Awards were stamped and postcards.

Eleanor Cross toted a bag of contest tricks in her newly-won Listerine World-Traveler bag. Samples of winning entries and techniques used in her numerous wins were valuable and entertaining.

We welcome any New Hampshire-ites, or contest fans from nearby state who would like to join us. Please contact me if you are interested. Our New England winters will prevent much traveling during the next three months, but between meetings the Round Robins keep our enthusiasm running high, and we do feel that our affiliation is rewarding. —Adele C. Hulser, 280 Pleasant St., Concord, N. H.

NEW YORK

BROOKLYN BRIEFS. — Last month's biggest event to some of our club members was not a winning, but a visit from George Hill, famous contestar from Seattle. George won a round-trip flight to New Year to appear on the TV program, "I've Got a Secret," where he won additional cash when the panel could not guess that his "secret" was a record of more than 2,000 contest prizes. During his stay here, George was a guest at the Hotel Edison, which convention manager, Leo Scher, has made the Mecca for contesters visiting our city. Before leaving for home, George was invited to the home of our club secretary, Peter Wersching, where he regaled some of our members with a lively account of his long and successful contest career. Even without his remarkable winning record, we all agreed, George Hill is a great guy!

Our friendly rivals, the New York Contest Club, will celebrate their 20th anniversary this month, having been founded in January, 1939, through the medium of *Contest Magazine*. We of the Brooklyn Club offer them our heartiest congratulations on this happy occasion! Your reporter was a charter member of the NYCC and once President of that fine club; so we'd like to add our warmest personal regards. We hope their next twenty years will bring even more prizes than their last score!

Our own club had a real merry Christmas party, with plenty wins reported; and we remind our readers that new members will be welcome in the New Year.—Allen Glasser, 241 Dahill Road, Brooklyn 18, N. Y.

EMPIRE STATEMENTS.—We record with sorrow the passing of three contesters in this area: Mrs. Katharine Passano of Albany, Edward Morrissey of Albany and Mrs. May Burns of Green Island. Ed will be remembered by many long-time hobbyists as the originator of this column, and as a talented musician and active churchman. Mrs. Passano had been in poor health for quite some time, but in her spurts of contesting won many fine prizes. Mrs. Burns, "Granny" to many of us, was in her eighties but young in spirit.

Among local contest-winners are Mrs. Camille D. Mauro who received a luscious mink stole from WRGB, Mrs. Sarah Warner, who will take a trip to New York in connection with the Carl Co's Oldtimer Sale, and young Diana Ariel who was given $50 in the Children's World promotion.—Mrs. Dean B. Wheeler, 1720 Bernice St., Schenectady 3, N. Y.

NEW YORK CONTEST CLUB.—Our November meeting was inspired by an enlightening and interesting guest, Mrs. Leland, the president of the Portland, Ore. Contest Club. These visits are relished by all of us and if *YOU* are in our vicinity and wish to drop in, please call us at ES 3-4805. The welcome mat is out too for hobbyists in our vicinity who wish to be our guests and who might be interested in joining us.

Colgate sent a TV, a spinning rod and reel, a floor waxer and games just in time for Christmas giving. "Leave it to the Girls" also gave two of our gals cameras.

With the Christmas season over, don't throw those merry greeting cards away! If you scan them, you can find many ideas for local contests that pop up around the holidays. Many contesters save greeting cards of all kinds to great advantage.

The News has all N. Y. tongue twisting and is paying off in fine cash too. The *L. I. Press* has the coinword puzzle running. A good local area contest running is Alcoa wrap "new idea" prizefall.

OHIO

BUCK-AYES, Parma-Cleveland.—What to do with Christmas gift cash? Freese it! Extend your subscription to *Contest Magazine*—or order one of those valuable hobby aids listed to help win bigger and better prizes in 1959.

Irene Jackowicz is our lonely scuffy winner. We are all looking forward to a big party, for an affy from Canada Dry came a bouncin' to our Margie Ball. Vi Roberts is happy with her Esterbrook win.—Mary Ann Von Pechy, Parma, Ohio

OKLAHOMA

OKLEIDOSCOPE.—Rose Davis is washing happily with her Safeway Westinghouse Space Mates. Marie Keith has received a portable RCA TV, as has Willimae White, both winning in the KVOO-TV contest to discover the viewers' favorite daytime program. Doris Dillberg scored with a portable phonograph in Beech Nut.

Mrs. C. M. Belden, Enid, has reported winning the first prize of a trip to Europe in the Cook Paint contest. Jo Davis has a transistor radio from this contest. Colgate winners were Irene Burgett and son and Joy Elder.

Our 1959 officers are Rose Davis, director; Harmon Bellamy, assistant director; Nell Hennigan, secretary and Margaret Durham, treasurer.

Oklahoma City has passed this column to Tulsa in a "share-the-work" program. We hope to contact the Pen Wits next month, so this will be more representative of all Oklahoma contesters.

Send your comments and wins to Gladys Anthis, 1618 S. Jamestown, Tulsa 4, Okla.

OREGON

TOPTIMISTS, Portland. — Our president, Dorothy Leland (author of "Of Cokes and Parties" in December *Contest Magazine*), returned home from a trip to the East Coast. Her exciting account of the hospitality of the New York Club makes us wish the miles between us were fewer. Phil Bauer reported a Colgate win, Mary Ann Hubler is getting a Dick Clark Record album and Virginia McKechnie, a new and promising member reported her second win on locals. Dora Hull won third prize on the National Thanksgiving contest, which involved writing a radio script.

WESTWINS, Portland. — Judy Carlson's teen-ager won a Hi-Fi on Colgate. Judy's kiddies won two prizes on the Johnny Reb contest. Judy is our cooking "expert" having been a one-time Pillsbury Bake-Offer. She retains her title by winning consistently on contests concerned with recipes. She was a winner on the Everywoman Magazine's Menu contest and also a winner on a local Rice-A-Roni Contest. Ella Brodell is another "cook" we're proud of, having walked off with first prize in TWO recent local recipe contests. Gudren Farah was a recipe winner, also. Mabel Abbott won on the Johnny Reb contest, writing about her grandfather.

ORE-GO-WIN-IANS, Portland. — Olive Gray was a KVAN cash winner as well as being the recipient of a Colgate camera. Ruth Englebart has a Colgate Play-Gym, records and cash from locals. MaryBelle Vaughn won a Colgate watch. Lillian Warren is getting a record-player from Dick Clark, as well as a turkey and cash from local contests. She also won a Helbros watch on the White Star Contest which had not been reported. KEY's contest — "Give our disc jockey Bruce Howard a western Name" paid off with weekly wins for the names, "Disco Kid," "Spin-along Classily" and "Hip-Shot Howard." The grand prize winner was "Hootin' Howard." The youngsters of the "Go-Win" club group are showing real talent in coloring contests, reporting several wins.

WINTELLECTS, Portland.—If you smell a dream walking, that's our Mickie McWayne. She won perfume from Colgate to add to the delightful collection of perfumes sent her from White Star. Barbara Martin has been the author of a number of recipes appearing in Sunset Magazine. "A good source of postage money," she says.

AROUND OREGON. — We were a most fortunate group of hobbyists in November when Helen King took time out from a well-earned vacation to visit with us. Contest hobbyists came from as far as Seattle to take advantage of this once-in-a-lifetime opportunity.

Mrs. Lynn and Mrs. Lavelle, Portland, reported TVs won on Kool-Aid. Mrs. Lavelle was a prize winner in the Gas Company Contest, and added a classy Hi-Fi to her collection of fine wins. Walter Grow, a veteran at Camp White can "go fishing" with the compliments of Colgate. Mr. and Mrs. R. M. Fitzgerald of Dexter were the winners of the "Showtime For Mom" November contest and will be playing their records on a Motorola stereophonic player. — Mrs. Gene Hull, 8224 N. E. Multnomah St., Portland 20, Ore.

CORVALLIS. — When Barbara

Ramsey (president), Joyce Brown (vice president), and Blossom Hay (member) of our club visited the Oregonian Hostess House on November 16 to attend a general contest meeting especially called to meet and hear Helen King of *Contest Magazine,* they brought her home with them—on tape. Joyce Brown used her tape recorder to bring Helen's message, and the warm personality projected in her voice, home, so that the whole club might enjoy it in their regular meeting on December 3.

We were organized in August this year and have now a membership of 13. Wins were reported of a Gruen watch by Bee Taylor, a portable record player and album by Barbara Ramsey, and a swing set by Linda, daughter of member Norma Knuth.—Clara T. Cutshall, Box 176, Corvallis, Ore.

PENNSYLVANIA

PHILADELPHIA. — Happy New Year—to all of you who are kind enough to read my column—may it be a happy healthy, and winsome one.

Reading the following in our local paper brought to mind that Burma Shave hasn't had a contest this year, and we miss it. They are such wonderful sponsors—the kind who like contesters who faithfully buy their product. Quote: After collecting 900 empty jars, Arliss French of Appleton, Wis. demanded that a shaving cream company honor this ad: "Free —A trip to Mars—For 900 empty jars". The company will pay up. French leaves next month for Mars, Germany." How's that for a swell sponsor?

We had a most interesting meeting with Dutch Bulb and Green Giants discussion, a contest where Lil McCormick made us rhyme with maneuver (of all words!) a pep talk by Cy Beckman, and a short discussion of losing entries.

In the local contest to take 99 women to New York for a day's outing including luncheon at Sardi's and the show "Jamaica" with Lena Horne, some of the people to win were Mae McCaffery, Dot Moyer, Lillian McCormick's daughter, Mary Prendergast's Ma, and Winona MacMullan. John Clery won perfume in Chicken of the Sea, a Kool-Aid TV came to one of our members, and a bag from Listerine. One of our gals won a Westinghouse frypan, and Colgate was quite good to us, young Master Clery got a bicycle for his affidavit, Miss Teenage McCaffery got a hi-fi; Roberta Hoffman and I each won a Johnson electric floor polisher, another teenage miss won a watch, and another a set of Parker games. Dick Clark sent two of us his albums —at my age I'm gonna ha cha cha!

Inasmuch as we have again reached our club quota, we will for the present have to withdraw our invitation to be our guest. If next year anyone drops out, we will again open our doors to newcomers.—Mrs. F. R. MacMillan

NORRISTOWN.—When the Housewives' Holiday buses from WIBG left for New York there were several Norristown gals abroad, including Allegra Volpe, Mrs. A. Robinson and your reporter. Needless to say, a gay, chattering time was enjoyed by all.

Mrs. Florence Merryman, Collingswood, N. J. was thrilled to receive a check for $100 from Seabrook Farms in the state contest, as Jerseyites were not eligible to enter the national one. Mrs. Lena Leivers, Phila. was a Princess for the day when she was called on the phone by the Prince Company, and successfully answered her question, which meant $50 to spend at Wanamakers. Kay McCormick, Abington, another Holiday tripper, also received an electric skillet from WIP's Happy Times Contest.

Many thanks to the reporters who include winning names and lines as well as those receiving the prizes. What won is just as important as *Who* won to most readers.—Mrs. Lloyd MacMullan, 819 Chain St., Norristown, Pa.

PITTSBURGH PENCILWINIANS. —The following poem composed by our clever "Jingle Belle," Nan Neugebauer, so appropriately sums up the exciting wins reported at our December meeting, that I am taking the liberty of using it for our monthly report.

CUNNING ATTRACTION

Pencilwinians plan, with great elation
Their Bicentennial Sailebration;
T'will be held where the Ohio rises,
Thanks to our Colgate contest prizes!

The winners will all ride there and back
In DOLLY's brand new CADILLAC,
Followed by the rest of the retinue
In the TRIUMPH SPORTS CAR. (That's her's too!)

At the river-bank we'll take our place
To witness the gala SAILBOAT Race.
MELBA MATTHEWS will guide one keel
While the other is manned by ESTHER BEAL.

To christen the ships as they leave the pier
Are VIRGINIA SMITH and CAROLYN WEIR.
Their bottles will crash with a mighty din,
Instead of champagne, they'll use "MY SIN"!

There will be a choice of three rivers to use
It's "beside the Point" which one they'll choose,
But they'll be timed to the very last notch
By MARY ANN FISCHER's HELBROS WATCH.

To snap the scenes of this thrilling hour
Will be the CAMERA of MARY DOWER.
And at the end of the main event,
DORIS KLEIN will put up her TENT.

We'll fill our plates and feast like kings
On the food that MABEL JOHNSON brings,
Bragging of her ELECTRONIC tricks—
"Takes longer to eat than it does to fix!"

The leavings are neatly disposed of later
In NAN NEUGEBAUER's IN-SINK-ERATOR,
And those who have eaten too much can slim
With a turn on JEAN SIMON's OUTDOOR GYM!

Pa Pitt will be surprised to see
Our Bicentennial Jamboree,
A sure success, in all opinions,
By the Colgate Crew of the Pencilwinians!

Joan Reisman, 904 Rita Dr., Pittsburgh 21, Pa.

TENNESSEE

KNOXVILLE KONTESTARS.—Locally, first prize $50 war bond and anti-freeze came to our midst, with Glamour Deb prizes in profusion. One of our group won the current "Jingles for Joy" radio. Local Lowe's bicycle prize came to a member.

Along national lines, our Kool-Aid TV winner made it two in a row, while another amongst us received a hand mixer from Westinghouse and a flight bag from Listerine. Grandson of one of our group won a trip to New York in the Dick Clark Contest, and several others won albums in this competition. Reported from the Colgate contest were perfume and Parker games. Our Prexy won cash from National Safety Council, another member won one of the great guns and a bicycle from Heinz. Your reporter received an affidavit from Esterbrook and is now waiting the announcements of prizes awarded.—Jay Wrinkle, 3536 Lansing Ave., Knoxville 14, Tenn.

WINNISEANS, Memphis.—Freida McCann "titled" her way to a Scotch-A-Matic jug and grill from Colgate. Anne Schroll and Lillian Shannon received perfume in the same contest, and another Memphian snagged a rod and reel.

Beechnut's "crazy character" Name contest sent Eleanor Sutton a Hi-Fi set and Christine Yates a record album. Lydia King and Lillian Shannon are still waiting to receive their frypans from Phillips. — Mrs. Lenore Looney, 1759 W. Lloyd Circle, Memphis 8, Tenn.

TEXAS

TEXAS BREEZES, Dallas. — Only one Texan got on Tide's Happy Hands winning list, Mrs. M. S. Bassett of San Antonio with a $500 Keepsake diamond ring. Harris A. Brightly, Dallas, and Lois Dean Golday, Canton, led in first and second weeks of The Times Herald contest for very worthwhile prizes.

Nine-year-old Randolph Chandler of Dallas won first prize in Colgate's youngsters division which was $500 in cash and a miniature log cabin. His title was "The man who had too much sense to come in out of the rain." J. W. Adams, Jr., Winters, represented Texas in the Lava contest with a win of $2000.

Will any contester who got into the tie-breaker class on Gleem Treasure Hunt advise us what route was worked out? Some of us who stumbled along the way would like to know what happened.

Anyone living in the Bacliff area of South Texas interested in forming a local contest club, please contact Mrs. Billie Johnson, Box 232, Bacliff. We are due to get a badly needed Webster Unabridged from "Answer Please" which will be happily received.—Florrie Wade, 4903 Worth St., Dallas 14, Texas

RANGEWRITER REVIEW. — Ft. Worth members had their annual thrill when our Dodge-for-Life winner, Lillian Anderson, was awarded her '59 Dodge recently. Imogene Wilson of Dallas won the Skillern Drug regional Hawaiian trip.

Colgate awarded a kitchen to Gladys Paradowski of Houston, a Fidelitone to Bertha Key, tent to Joan Smith of Lubbock, also to Beaumont members: Jack Hampton, a Mitchell Rod Spinning kit and Sylvia Sawyer, a bicycle and to Sally Dunaway of Ft. Worth, a Helbros watch.

Houston's Rosemary Tschumy won $2,500 from Frigidaire sweepstakes. Wayne Fisher has a Hotpoint washer from Heinz and Claire Brown will soon stay six all-expense paid days in Acapulco, thanks to their Port of Houston contest which also sent $250 merchandise certificates to Ozella McCoy, Mrs. Hayden, Rosemary Tschumy and Marian Lahrssen.

Back in Ft. Worth, Neta Rankin has an affy from Esterbrook and a local bike win. My daughter won a Buster Brown Schwinn.

Our '59 convention will be held at the Jack Tar Hotel, Orange, Texas, June 5th and 6th. — Juanita Taylor, 3112 James Ave., Ft. Worth 10, Texas

TEXSPURS, San Antonio. — The following officers were elected: Chris (Mrs. Fred) Eppinger, president; Miss Agnes Boyle, vice president, Mrs. Catherine Walton, secretary and Mr. Ray White, treasurer.

Our newest members, Mr. and Mrs. J. A. Allard, who have recently moved to San Antonio from Amarillo, won a Gym-dandy set in Colgate. They also won a registered German police dog, the only prize offered by a local TV station in conjunction with the Milk-Bone contest. Mrs. Madlyn Durham, our member who lives in Kerrville and travels some 70 miles to attend our meetings, won a traveling set in a local slogan contest. Several of us won records in Beechnut with such names as "Burleigh Noggin," "Offa E. Rocka," and "Pete Troleum" (because he is such a gasser).

Anyone living in San Antonio or the surrounding towns interested in joining our group can contact Lillie Wehe, 2333 E. Houston St., Phone CApitol 6-6889.

UTAH

UPENAPRIZE. Ogden. — End of the year wins include, $25, $15, $10 worth of groceries for Mirriam, Mary S. and Eva M. Margie won a beautiful lamp on a local. Poet Maxine has joined our Eva W. in having her poetry accepted. She has received her first check from a well-known magazine.

Up Logan way, Jennine has a bike from Popsicle, a bike from Heinz-Twins and a TV from Kool-Aid. Joyce E's children are simply delighted with Gym-Dandy Play Gym, courtesy of Colgate.

The Delta group wins include a camera and games from Colgate, a TV from Kool-Aid, five guns from a sweepstake and a record album from Dick Clark. — Lena Burns, 162 W. 4300 S., Ogden, Utah

BEELINERS. — Response to our contest to re-name ourselves, from readers of *Contest Magazine,* has been gratifying—satisfying, and trying to choose from these good suggestions will be far from easy. But we will and winners will be notified and awarded their prizes at our Christmas luncheon meeting. Kay U ran a contest to identify the product from a group of 12 current magazine illustrations used in national advertising. Our Eye Cues were mightly low.

Colgate awarded perfume to Isabel O., a camera to Margaret C., radio-phonograph to Janet H., 20 volumes of Book of Knowledge to Gladys C., a camera also went to Kay U., a bicycle to Coral McR. and watch to Verna C. Lorraine S. won a Westinghouse refrigerator from Skylark, Alice B. a record from Beechnut, Janet H. a gun from General Mills, Betty W's teenager won a $100 charge account from Formfit and Gladys C. also won a gun in the Great Gun contest. Lois H. reported local radio wins of cash, pen, and theater tickets, and the thanksgiving bird was not purchased by Janet H., Lorraine S. or Verna C. this year because they won them from radio station KDYL. — Muriel Zwick

WASHINGTON

PUGET SOUNDINGS. — George Hill, prominent Seattle ConeSTAR and former NCA president, appeared on the Garry Moore Show of Dec. 3. While his secret of having won over 2000 prizes in the over 5000 contests he's entered stumped the panel, he also did a good job of representing contestdom and its work aspects to the general public.

Washington was represented in all categories of the Colgate Family Contest. Top known prize went to Hazel Woodard of Everett, a Pfaff sewing machine. Eva Wilder and a Seattle lady received In-sink-erators; perfume was also received by a Seattle lady. Leo Burke led the fathers with a Savage rifle, while Wm. Barquist of Enumclaw received the Hamilton outdoor ensemble. Area teenagers received a portable TV and a radio-phonograph.

Mrs. Forsgren of Seattle enjoyed four days in Frisco courtesy of Radio KTIX, a contest-minded station. Lois Roach of Bellingham won a $100 bond from Sta-Flo-Puff. Mrs. Harvey Sparks of Kent has an RCA transistor from a KOMO-TV local.—John L. Miller, 912 "M" St., Renton, Wash.

WISCONSIN

MILWAUKEE.—*Contest Magazine* may be purchased in Milwaukee at the City News Center, 516 West Wisc. Ave. Are you working on recipe contests, like Pillsbury's? Many people work on them, experimenting, re-working old recipes, then when the contest is announced, a lot of ground work is completed.

Please write me of contest news and winners in Wisconsin. Do not send minor wins (those under $50), as readers from the nation much prefer contesting ideas and news of major wins.—Otto Walberg, 1139 N. 12th Milwaukee, Wisc.

The Entry Clinic

(Continued from page 48)

on which it is built seems to have little or no application to the subject. Failed on aptness—would be our verdict.

Bubbles Chimpagne — Evidence here of name-coining ability, but "champagne" is a far cry from sausages.

Simmy-Ann — This just had to be included to point out to the many who undoubtedly submitted the same (or nearly the same) name, that it was highly vulnerable to duplication.

Min K. Shynes (monkey-shines)—Why the writer of this entry decided to make the name feminine in sound, when the masculine form makes a much better parody, we do not know—but, even though it was the kind of name that **could** be duplicated, "Monk E. Shynes" would have been clearer—and more effective—and just as apt.

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and lastly . . .

Haste Makes Wastepaper

Let's bow our heads
For Mr. Quix . . . .
A *brilliant* thought,
Words: twenty-six.

—Round Robert

Cultivate the Habit

"*Better late than never*" won't
Apply to entry crops;
Be sure you dig those postmark dates
Before you blow your tops.

—Buell R. Snyder

Prized Cash

It seems to me the cash I win,
Although it may seem funny,
Has value that is greater than
All "ordinary" money!

—Alma Smock

Contest Art

A little word
First torn apart,
Then pushed together
Is Contest Art.

—Ruthanne Witten

Key-Note

I once despised my middle names
Though given two or three,
But now I think they're wonderful—
Supplying me more "key."

—Frances Louise Kennedy Schneider

Plenty of No-How

No car have I won
They all do, so I've read.
No wheel in my hand—
Is it wheels in my head?

—Aquina G. Shea

Hard to Take, Hard to Get!

Two things I've learned
From this game we are in:
It's *hard* to lose,
But it's *harder* to win!

—S. S. Biddle

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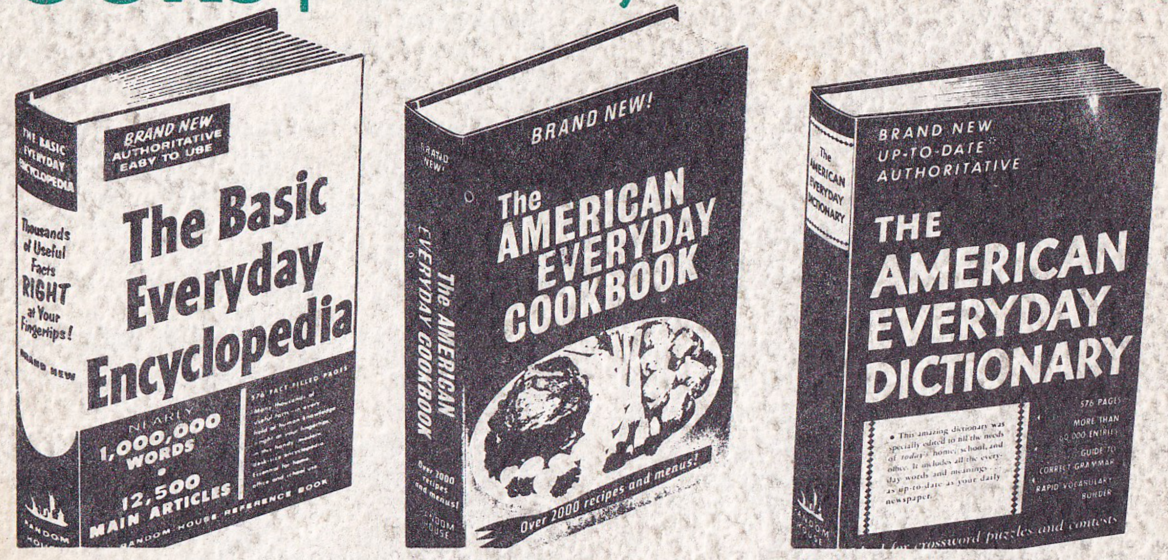
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